



NEWMOA & PSI Reciprocal Partnership Agreement

In the interests of supporting our shared goals, shared membership, and of fostering the health and sustained activities of both organizations, NEWMOA and PSI agree to do the following for the two years from August 1, 2021 through July 31, 2023:

- Share each other's logo on each other's websites in a manner denoting that we are "partners" (whatever branded nomenclature that each organization uses to express this spirit of partnership is fine) with a link back to the other organization's webpage.
- Grant each other's staff members *discounted* registration for each other's webinars, meetings, etc. (NEWMOA will be entitled to the discounted rate of a Standard Partner; PSI will be entitled to whatever discounted rate NEWMOA provides.)
- Alert each other to, and jointly pursue shared funding opportunities, including public and private grants, when appropriate.
- Maintain "an open-door policy" whereby each organization can freely call on the other one for advice, general knowledge, insight, etc.
- "Like" or "Follow" each other on social media accounts such as Facebook, Twitter, LinkedIn, YouTube, etc. (as applicable depending on the social media outlets each organization uses), and cross-share each other's postings.
- Add each other's staff to each organization's general distribution mailing list(s) to receive each other's publicly disseminated mailings (e.g., NEWMOA staff will receive PSI's monthly "PS Updates" mailing, "PSI News Alerts," webinar/event invitations, and other online announcements, and PSI staff will receive NEWMOA's bulletins, webinar/event invitations, and other online announcements).
- Upon PSI's request to NEWMOA, or NEWMOA's request to PSI, help get the word out about the other organization's events/initiatives by forwarding each other's e-blasts or mentioning such events/initiatives in the organizations' respective mailings, posting the events/initiatives to social media, mentioning the events/initiatives to reporters during media interviews, etc.

A note regarding mailings to NEWMOA members and PSI members/partners: If PSI or NEWMOA feels that one of its announcements is particularly important or relevant for the other organization's membership/partnership base, it will make a specific request that the other organization distribute the announcement. The other organization may do this in any number of ways – e.g., forwarding an entire email, including a recap in the organization's regular mailing, mentioning on social media, sending on a list serve, etc. There need not be a one-size-fits-all approach, and it doesn't have to be every time for every mailing—just where it makes sense for both organizations.

Agreed to NEWMOA and PSI on August 30, 2021.

A handwritten signature in black ink, appearing to read "Terri Goldberg". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Terri Goldberg, Executive Director, NEWMOA

A handwritten signature in black ink, appearing to read "Amanda Nicholson". The signature is more compact and rounded than the one above, with a prominent loop on the left side.

Amanda Nicholson, Chief Operating Officer, PSI