



LOCAL PARTNER ORGANIZATION
MEMORANDUM OF UNDERSTANDING (MOU)
CALENDAR YEAR 2009/2010

I, on behalf of _____, as the authorized decision-making representative, make a commitment to support the *ya es hora ¡Hagase Contar!* Campaign, its goals of helping Latinos to participate fully in the American political process and the operating principles outlined in the campaign's *ya es hora ¡Hagase Contar!* Campaign Operating Principles, as Revised April 2009".

About the Campaign:

ya es hora is an unprecedented national civic engagement campaign coordinated to inform, educate and motivate Latinos to participate in the American political process. Nationally, the campaign is lead by the partnership between national Latino organizations including Mi Familia Vota Education Fund, the NALEO Educational Fund, the National Council of La Raza, Service Employees International Union, and Spanish language media companies Entravision Communications, ImpreMedia and Univision Communications.

As a Partner Organization, I understand and agree to support the following goals and principles of the campaign.

General Principles:

- The *ya es hora ¡Hagase Contar!* campaign is a nonpartisan public service campaign coordinated between Spanish-language media (herein Media Partners) and community-based organizations.
- The *ya es hora ¡Hagase Contar!* campaign is dedicated to improving the enumeration of the Latino population in the 2010 Census. The *ya es hora ¡Hagase Contar!* is lead by a group of National Coordinators and Spanish-language Media Partners.
- In every local market, official *ya es hora ¡Hagase Contar!* activities are coordinated collaboratively by Media Partners and 501(c)3 nonprofit community organizations who have executed this Memorandum of Understanding (MOU).
- Official *ya es hora ¡Hagase Contar!* activities are collectively determined by media partners, national coordinators, and local partners.

Goals:

- Motivate Latinos to participate in the 2010 Census by educating the community on the benefits of a full Latino count.
- Reducing any fears of participating in the 2010 Census by serving as trusted messengers.
- Increase the mail return rates of Latino households by providing accessible information and assistance through the enumeration process.

Campaign Activities:

As a *ya es hora ¡Hagase Contar!* partner organization we agree to engage in several of the following activities:

- Help organize Questionnaire Assistance Forums to help the members of the community complete Census Forms.
- Recruit volunteers for campaign activities and events.
- Serve as a campaign information center, providing information to the community about the Census.
- Host an enumerator recruitment meeting
- Help recruit additional partners
- Volunteer at least one staff and phone line to help answer hotline calls from the 1-877-El-Censo toll-free bilingual hotline.
- Provide a Spanish speaking spokesperson for the campaign.
- Host a campaign training and/or meeting
- Post links and/or banner ads of the campaign's website on our organizational website

Permissions and Liabilities:

- Partner Organization is solely responsible for its activities related to this MOU;
- Partner Organizations act as individual organizations during and after *ya es hora ¡Hagase Contar!* activities; Partner Organizations shall be civically or criminally liable for their own actions; any Partner Organization or the *ya es hora* National Coordinators and Media Partners shall not be civically or criminally liable for the actions or conduct of other Partner Organizations,
- Signing organization agrees to hold *ya es hora* National Coordinators and Media Partners harmless for the signing organization's activities.
- Partner Organization agrees to allow its *ya es hora* Media Partners to film and broadcast, recorded or live images and audio of Partner Organization's campaign activities;
- Signing this MOU does not guarantee that Media Partners will promote or provide media coverage of the Partner Organization's activities or events.
- This agreement does not entitle this Partner Organization to engage in any fundraising activities under the *ya es hora* brand;
- Partner Organization shall not use the *ya es hora* or *ya es hora ¡Hagase Contar!* brand or logos for any event or promotion other than an officially sanctioned *ya es hora* event or without the express permission of the National Coordinators and Media Partners;
- This MOU shall expire immediately and Campaign membership will be revoked if the partner organization violates any of the terms of this agreement.

Commitment Sheet

Campaign Activities:

As a *ya es hora ¡Hagase Contar!* partner organization we agree to engage in the following activities:

<input type="checkbox"/> Host an enumerator recruitment meeting (<i>Sept 2009 – Nov 2009</i>) <i>Date: _____ Expected Attendance: _____</i>
<input type="checkbox"/> Provide a Spanish speaking spokesperson for the campaign. (<i>Sept 2009-July 2010</i>) <i>Name: _____ Title: _____ Phone: _____</i> <i>Email: _____</i>
<input type="checkbox"/> Host a campaign training-the-trainers workshop (<i>Sept 2009 – Dec 2009</i>) <i>Date: _____ Expected Attendance: _____</i>
<input type="checkbox"/> Recruit volunteers for campaign activities and events. (<i>September 2009 – June 2009/list in format provided</i>)
<input type="checkbox"/> Serve as a Community Questionnaire Assistance Center to help the members of the community complete Census Forms (<i>March 2010 to May 2010</i>) <i>Center Hours: _____ to _____ (Circle days: M T W R F S Sun)</i> <i>Address: _____ City _____ State: _____</i>
<input type="checkbox"/> Help organize Community Questionnaire Assistance Forums to help the members of the community complete Census Forms (<i>March 2010 to May 2010</i>) <i>Date: _____ Expected Attendance: _____</i>
<input type="checkbox"/> Volunteer at least one staff and phone line to help answer hotline calls from the 1-877-El-Censo toll-free bilingual hotline. (<i>January 2010– June 2010</i>) <i>Hotline available times: _____ to _____ (Circle days: M T W R F S Sun)</i>
<input type="checkbox"/> Serve as a Community Information Center , providing information to the community about the Census. (<i>January 2010– June 2010</i>) <i>Available hours: _____ to _____ (Circle days: M T W R F S Sun)</i> <i>Address: _____ City _____ State: _____</i>
<input type="checkbox"/> Help recruit additional partners (<i>Sept 2009 – March 2010</i>) (<i>List template to be provided for format</i>)
<input type="checkbox"/> Post links and/or banner ads of the campaign's website on our organizational website <i>(Available October 09 – July 10)</i>

Partner Organization's *ya es hora* Agreement:

By signing below, our Organization agrees to participate in the *ya es hora ¡Hagase Contar!* Campaign and further has read and understands the principles of the campaign as set forth in the "*Ya es hora* Campaign Operating Principles, as Revised April 2009."

We enter this agreement with our fellow campaign members in the spirit of collaboration and with the common goal of helping Latinos be full participants in American civic life.

Print Name/Title	Signature	Date
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Organization

Address	City	State	Zip
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Office Phone: _____ Fax: _____ Email: _____

Please fax completed MOU to Laura Barrera at 213-747-7664
 (Ya Es Hora Lead) (Fax/Email)

Completed MOU will be archived by the NALEO Educational Fund
 To request a copy contact the NALEO Educational Fund at (213) 765-9452 or email Lbarrera@naleo.org