



GENERAL PARTNERSHIP MEMORANDUM OF UNDERSTANDING (MOU) CALENDAR YEAR 2010

BACKGROUND

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 and coordinated by the Mi Familia Vota Education Fund, the NALEO Educational Fund, and the National Council of La Raza (hereto known as **National Coordinating Partners**), along with Spanish-language media companies Entravision Communications, impreMedia LLC and Univision Communications Inc. (hereto known as **National Media Partners**). Together, these organizations and companies are responsible for the national campaign planning, strategy, and coordination of the *ya es hora* campaign, which has the following primary goals:

- Assist eligible Latinos through the voter registration process.
- Provide accessible bilingual nonpartisan voter information.
- Educate registered Latino voters on the mechanics of the voting process.
- Assist voters with problems at the polls.

COMMITMENT OF PARTNER ORGANIZATION

As the authorized decision-making representative of _____, I make the commitment to be an official **Partner Organization** of the *ya es hora ¡Ve Y Vota!* campaign, and share the goal of helping Latinos to participate fully in the American political process through non-partisan voter engagement efforts. I understand the following principles of the campaign:

- The *ya es hora ¡Ve Y Vota!* campaign is dedicated to providing nonpartisan voter information and education to the Latino community, through a network of local, regional, and national nonprofit organizations and media companies.
- At the local level, official *ya es hora ¡Ve Y Vota!* activities are coordinated collaboratively by local representatives of the National Media Partners, and other 501(c)3 nonprofit community-based Partner Organizations who have executed a *ya es hora ¡Ve Y Vota!* Memorandum of Understanding.
- Official *ya es hora ¡Ve Y Vota!* activities are collectively determined by local official partners, in keeping with activity guidelines set forth by the National Coordinating Partners and National Media Partners.

COMMITMENT OF YA ES HORA CAMPAIGN:

The *ya es hora ¡Ve Y Vota!* campaign will provide the following support for all Partner Organizations, in addition to activity-specific support (not outlined in this MOU):

- Provide *ya es hora*/Partner Organization event information to callers via (888) VE-Y-VOTA hotline operators.
- List *ya es hora*/Partner Organization events and information on www.yaeshora.info website.
- Provide promotional campaign collaterals (as available).
- Provide press release templates and marketing tools (as available).
- Provide webinar trainings on state election administration procedures and processes.
- Provide updates on online registration statistics generated by Partner Organization.

PERMISSIONS AND LIABILITIES:

- Signing Partner Organization (and/or all local affiliates) will follow all legal rules and regulations governing nonpartisan electoral activities, as outlined in section 501(c)(3) of the IRS code, and ensure that Partner Organization abides by all local, state, and federal election laws.
- Signing Partner Organization will not conduct policy issue-related outreach or advocacy (including ballot measures) when conducting *ya es hora ¡Ve Y Vota!* activities or using *ya es hora ¡Ve Y Vota!* branded materials. This does not limit Partner Organization’s ability to conduct such issue outreach or advocacy (as permissible by section 501(c)(3) of the IRS code) on its own behalf, or with other coalitions not under the *ya es hora* brand.
- Signing Partner Organization agrees to hold *ya es hora* National Coordinators and National Media Partners harmless for the signing Partner Organization’s actions and/or activities.
- Signing Partner Organization is responsible (including assumption of full civic and criminal liability) for any action or activity conducted by signing Partner Organization, whether activity is conducted as *ya es hora* or otherwise. No other official *ya es hora* partner is liable for the actions, activities or conduct of the Partner Organization signing this MOU. Similarly, Partner Organization is not liable for the actions, activities or conduct of any other official *ya es hora* partner.
- Partner Organization agrees to allow its *ya es hora* National 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 National Media Partners will promote or provide media coverage of the Partner Organization’s activities or events.
- Partner Organization consents to be promoted as a *ya es hora ¡Ve Y Vota!* partner in public communication.
- This agreement does not entitle this Partner Organization to engage in any fundraising activities under the *ya es hora* brand, nor act as a decision-making representative of the full *ya es hora* campaign coalition.
- Partner Organization shall not use the *ya es hora* or *ya es hora ¡Ve y Vota!* brand or logos for any event or promotion other than an officially sanctioned *ya es hora ¡Ve y Vota!* event or without the express permission of the National Coordinating Partners and National 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.

We enter this agreement with our fellow campaign members in the spirit of collaboration and with the common goal of helping eligible Latinos to participate in the electoral process.

Print Name/Title	Signature	Date
Address	City	State
Office Phone: _____	Fax: _____	
Email: _____		

Please fax or e-mail completed MOU to Lizette Escobedo at e-mail lescobedo@naleo.org or fax 213.747.7664

Completed MOU will be archived. To request a copy contact your local *ya es hora* regional coordinator.

ACTIVITY INTERESTS (please check all that apply*)

**Partner Organization is not bound to conducting activities per this MOU; activity-specific MOUs will be issued separately.*

- Serving as a *ya es hora ¡VE Y VOTA!* Information Center:
Partner Organizations serving as Information Centers will promote the online www.yaeshora.info registration tool as a simple means for new voters to register and existing voters to re-register. Partner Organization will be provided with promotional materials to assist in outreach (posters, flyers, stickers, and factsheet templates), and will be listed on the www.yaeshora.info website as source for voting and registration information. The number of registrations generated by the Partner Organization will be tracked remotely by the NALEO Educational Fund.

- Serving as a *ya es hora ¡VE Y VOTA!* Assistance Center :
In addition to providing information on how to register (as *Information Center*, above), Partner Organizations with publicly accessible computers and printers would be asked to directly assist potential registrants. Training for Partner Organization’s staff and/or volunteers will be provided by the NALEO Educational Fund.

- We are interested in participating in the campaign by:
 - Conducting voter registration drive(s)
 - Conducting “get out the vote” (GOTV) activities
 - Integrating *ya es hora ¡Ve Y Vota!* materials and information into existing programs
 - Posting links to the *ya es hora ¡Ve Y Vota!* website on our website and other electronic media.
 - Promoting the *ya es hora ¡Ve Y Vota!* hotline, (888) VE-Y-VOTA
 - Providing a nonpartisan campaign spokesperson for the campaign
 - Conducting other events or activities for the *ya es hora ¡Ve Y Vota!* campaign.

My organization would also like to participate in the *ya es hora ¡Ciudadania!* campaign and help assist the over 8.2 million eligible legal permanent residents get on the pathway towards U.S. citizenship

- My organization has trained staff that can assist eligible U.S. citizens register to vote in our state*.
- My organization has previous experience conducting GOTV activities
- My organization has previous experience conducting voter registration activities

**Please note that some states require certification/deputization in order to conduct direct voter registration assistance.*