



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), community-based organizations, and other local partners.
- 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, community organizations, and additional local partners 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 civilly or criminally liable for their own actions; any Partner Organization or the *ya es hora* National Coordinators and Media Partners shall not be civilly 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.

