



## Partner Memorandum of Understanding

***Mission: "To build power by working with Shelby County organizations to dramatically increase voter engagement and turnout using data driven strategies and civic education."***

### Partnership Goals

Shelby County Voter Alliance Partners agree to the following goals:

- **Conduct voter outreach, registration and education efforts** by engaging partners and their networks and extending the reach of existing tools and resources
- **Build capacity of community-based organizations and community leaders** to effectively engage their membership base in civic opportunities by providing data management, communications, and coordination support
- **Measure targeted voter turnout efforts** to better understand, disseminate and learn about effective voter engagement methods for use in upcoming elections and other civic engagement opportunities

### Partnership Benefits

Shelby County Voter Alliance Partners receive the following benefits:

- Support for voter identification, turnout, and engagement of members, constituents, or residents in geographic areas of focus
- Voter file analysis, campaign experience, data management, digital outreach tools, and other resources to enhance Partner voter engagement
- Up-to-date information about new laws, changes in the voting process, and local elections administration
- Secure, accurate member/constituent list matching with their public voter file to provide additional information (such as voter registration, voter frequency, precinct information, etc) to assist with voter engagement
- Access to phone banking and canvassing tools to contact your member/constituent lists
- Assistance in setting voter turnout goals and measuring impact with preliminary voter analysis and post election reporting
- Partner organization logo featured on the Voter Alliance website
- Grow understanding of Shelby County voting trends and opportunities to impact them
- Access to digital marketing collateral (shareable graphics, videos and other media) for Partner recruitment and turnout efforts

**Partnership Expectations:**

- Participation in SCVA coordinated voter engagement campaigns
- Provide member/constituent lists for secure voter file matching
- Work with SCVA to set goals for registration and mobilization of members/constituents
- Support recruitment efforts to increase SCVA Partners

**Organization Delegate:**

- Organizations will appoint a delegate who is the designated point of contact who is passionate about the goals of SCVA
- Delegates will attend planning meetings, and work with the SCVA ambassador to meet the goals of SCVA.

**Data Sharing Commitments:**

- SCVA Partners agree to use data only for the purposes of non-partisan voter turnout and engagement in compliance with [accepted use by 501\(c\)\(3\) organizations](#)
- When provided, Partner membership/constituent lists are matched with public voter data to assist Partners with conducting voter registration, precinct and district information, vote history, and consumer data, provided by State Voices, and other vendors.
- SCVA will not contact Partner members/constituents without express written permission, except those members or constituents who sign up to volunteer with SCVA
- Data matched with the voter file may assist in correcting or updating addresses, phone numbers, and deceased voter information attached to an individual
- SCVA will not provide data to any unauthorized third party

*I agree for our congregation/organization to become a partner organization in the Shelby County Voter Alliance:*

**Congregation/Organization name:** \_\_\_\_\_

**Congregation/Organization website:** \_\_\_\_\_

**Signatory's Name:** \_\_\_\_\_

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Signatory's Email:** \_\_\_\_\_

**Signatory's Phone:** \_\_\_\_\_

**Delegate's Name  
(Point person to SCVA from your org./cong.):** \_\_\_\_\_

**Delegate's Email:** \_\_\_\_\_

**Delegate's Phone:** \_\_\_\_\_

This agreement will renew annually with partnership evaluation and updates.