



Healthy Land  
Clean Water  
For Life

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## Memorandum of Understanding

Between

Soil and Water Conservation Society and Association of Retired Conservation Service Employees

The parties to the Memorandum of Understanding (MOU), the Soil and Water Conservation Society headquarters in Ankeny, Iowa, hereinafter referred to as SWCS and the Association of Retired Conservation Service Employees, hereinafter referred to as ARCSE, enter into this agreement to provide growth of the overall membership base of both communities.

### A. IN COOPERATION, SWCS AND ARCSE AGREE TO THE FOLLOWING:

- 1) SWCS agrees to create materials and market the ARCSE membership to current and incoming retired members of SWCS. ARCSE approval will be received prior to sending materials.
  - a) SWCS will create and send an email to current retired members of SWCS regarding ARCSE and include their membership form.
  - b) SWCS will create and send an email monthly to new retired members of SWCS regarding ARCSE and include their membership form.
  - c) SWCS will promote ARCSE on SWCS social media outlets bi-annually.
  - d) SWCS to share a short ARCSE update bi-annually through the SWCS member newsletter. Content to be created by ARCSE. These entries aren't saturating the entire newsletters, but rather a few paragraphs that function as updates.
  - e) SWCS to create and send ARCSE the retired annual conference registrants that opted into sharing contact information and a template email to send to those individuals to sign up for the first year of free ARCSE membership.
  - f) SWCS will generate a membership report annually of SWCS members 55+ and send to ARCSE to cross reference with its current members.
- 2) ARCSE agrees to market the SWCS membership to current and incoming members of ARCSE. SWCS to assist with the creation of materials.
  - a) ARCSE will send an email to current members of ARCSE regarding SWCS and include their membership form.
  - b) ARCSE will communicate with members through small recurring SWCS section in the ARCSE Newsletter with a link to a membership download form and a one-time new member email transmitting the latest Newsletter and Directory.

- c) ARCSE will promote SWCS on ARCSE social media outlets bi-annually (if Facebook page is created).
  - d) ARCSE to share a short SWCS update bi-annually through the ARCSE member newsletter. Content to be created by SWCS. These entries aren't saturating the entire newsletters, but rather a few paragraphs that function as updates.
- 3) ARCSE and SWCS agree to collaborate on a survey.
- a) ARCSE and SWCS agree to create a survey to send out to both organization's members that are aged 55+ for recruitment purposes.

This Memorandum of Understanding shall become effective on the date signed and shall remain in effect for one year. It may be amended from time to time with the written consent of all parties.

Agreed and signed as of the date indicated below.

\_\_\_\_\_  
ARCSE President

\_\_\_\_\_  
Clare Lindahl, CEO  
Soil and Water Conservation Society

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date