INCREASE AWARENESS
A GUIDE TO PARTNERING WITH NCADV

ENGAGE YOUR COMMUNITY

RAISE FUNDS

COMMON UNDERSTANDING
SHARED BENEFIT
ALIGNMENT OF MISSION
OPENNESS TO LEARNING
EFFECTIVE COMMUNICATION
MEASURABLE OUTCOMES
Thank you for your interest in partnering with The National Coalition Against Domestic Violence (NCADV). Individuals or organizations that partner with NCADV play an important role in providing critical resources that ensure safety and support for survivors of domestic violence. Together, we can create a society where survivors have a voice, are empowered, and where there is zero tolerance for domestic violence.

NCADV recognizes the great amount of effort in developing and implementing a successful partnership; therefore, it is the NCADV policy to ask each individual or organization to complete a Partnership Application. The application is designed to assess whether the proposed partnership is a good fit for all parties, including alignment of mission and goals, as well as feasibility and mutual benefit.

In our years of working in partnership with many entities, we have found that our most successful partnerships are built upon the following elements of foundation:

- COMMON UNDERSTANDING
- SHARED BENEFIT
- ALIGNMENT OF MISSION
- OPENNESS TO LEARNING
- EFFECTIVE COMMUNICATION
- MEASURABLE OUTCOMES

We are grateful for your interest in partnering with NCADV!

**MISSION**

NCADV is the voice of victims and survivors. We are the catalyst for changing society to have zero tolerance for domestic violence. We do this by affecting public policy, increasing understanding of the impact of domestic violence, and providing programs and education that drive that change.

**VISION**

The vision of NCADV is to create a culture where domestic violence is not tolerated; and where society empowers victims and survivors, and holds abusers accountable.
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<tr>
<th>CRITERIA OF A SUCCESSFUL PARTNERSHIP WITH NCADV</th>
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<tbody>
<tr>
<td>COMMON UNDERSTANDING</td>
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<tr>
<td>In order to partner successfully with NCADV, it is essential that partnering individuals and organizations have a common understanding of our framework, culture, values, and approach to partnerships. NCADV prefers partners that come to us with a clear understanding of the roles and responsibilities they will assume and clarity around what they are asking of NCADV.</td>
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<tr>
<td>SHARED BENEFIT</td>
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<td>In order to partner successfully with NCADV, it is essential that partnering individuals and organizations are able to identify a shared benefit and common purpose for the partnership. NCADV prioritizes partners who come to us with ideas that benefit each partner. We find that when there is a shared benefit, it leads to more effective coordination and management of the partnership, and, ultimately, stronger outcomes.</td>
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<tr>
<td>ALIGNMENT OF MISSION</td>
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<td>In order to partner successfully with NCADV, it is essential that there is an alignment of mission and vision, as well as an understanding and an acceptance of differences. NCADV chooses partners who demonstrate respect for the contributions of each partner. We find that when there is an alignment of mission and vision, it leads to increased active engagement, and, ultimately, a more effective partnership.</td>
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<tr>
<td>OPENNESS TO LEARNING</td>
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<td>In order to partner successfully with NCADV, it is essential that there is an atmosphere of openness to learning. NCADV prefers partners that invest not only their time, but also invest in their skills, knowledge, and competence within the partnership. We find this open mindset and spirit of collaboration creates opportunities to shape each other’s work and learn together.</td>
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<tr>
<td>EFFECTIVE COMMUNICATION</td>
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<td>In order to partner successfully with NCADV, it is essential that there is a system in place for collecting and sharing feedback and for making decisions. NCADV seeks out partners who demonstrate effective communication at all levels within the partnership. We find that when each partner is able to consistently share their feedback and access relevant knowledge and information, it leads to a more effective partnership.</td>
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<tr>
<td>MEASURABLE OUTCOMES</td>
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<tr>
<td>In order to partner successfully with NCADV, it is essential that effective management and evaluation practices are in place. NCADV selects partners who demonstrate accountability for the actions they take and ownership of the implementation and evaluation of the outcomes and targets for which they are responsible.</td>
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NCADV'S PARTNERSHIP POLICIES & GUIDELINES

ELIGIBILITY

The partnership must be appropriate to NCADV's mission and preserve NCADV's name. NCADV endorses partnerships that provide a favorable community image as well as those that are financially solvent. NCADV will not endorse any partnership that exploits or demeans a particular group or individual. NCADV reserves the right to deny or immediately withdraw support of any event it deems exploitative, inappropriate, and/or out of accordance with NCADV's mission.

APPROVAL AND CONSENT

The name National Coalition Against Domestic Violence (NCADV) should not be used in advertising copy, invitations, and/or promotional materials of any kind unless otherwise approved in advance by NCADV. Other entities cannot use existing NCADV artwork or event themes without prior approval. All proposed copy, press releases, flyers, posters, banners, artwork, invitations, promotional materials, and/or specialty items that include NCADV's name or logo must be approved in advance and prior to publication, per the approval procedure outlined by NCADV. Any use of NCADV's name and/or logo without consent may result in NCADV withdrawing all support and endorsement of the partnership.

LEGAL

As a 501 (c)(3) non-profit organization, NCADV is obligated by federal, state, and local laws and regulations to ensure that all partnerships conducted are carried out in a legal manner. Partnering organizations must therefore follow all laws governing charitable fundraising and gift reporting in accordance with IRS. Partnering organizations are responsible for obtaining any permits and/or government clearances as required by law.

INSURANCE

For special events, partnering organizations should obtain, at their expense, any and all liability insurance that may be required in executing said event. Partnering organizations may be required to produce proof of insurance documents upon request.

PROCEEDS

NCADV requests that it directly receive at least 50 percent of net revenue or a minimum of $1,000 for any third-party fundraising event or partnership activity if revenues are produced as a result. Requests for exemptions to this policy must be submitted to NCADV via the online application form. All publicity must state what percentage of the net proceeds or flat amount is being contributed to NCADV. Proceeds raised should be submitted to NCADV within 30 days of the event or activity.

PROMOTION

If promotional assistance is requested from NCADV, this must be agreed upon in advance and understood that NCADV cannot guarantee media acceptance of press releases. Material must be received well in advance in order and in accordance with our media policies in order to facilitate promotional efforts. NCADV's mailing list cannot be released. Unless otherwise specified in the partnership agreement, NCADV is not able to actively promote products or services via our social media channels, as we need to be sensitive to the amount of solicitations our donors receive.
NCADV'S PARTNERSHIP APPLICATION PROCESS

APPLICATION FORM
All individuals or organizations interested in partnering with NCADV must submit an application via NCADV's online form. Applicants must fill the online form completely in order to be considered for a partnership with NCADV.

APPLICATION TIMELINE
Once an application has been received by NCADV via the online form, provided that it has been completed in full, NCADV will notify applicants as to the status of their application within 1-2 weeks. No phone calls or email inquiries within this time frame, please.

DECLINED REQUESTS
Because of the large number of partnership requests we receive, NCADV does not have the capacity to partner with all applicants and must decline many worthwhile opportunities. Depending on the reasons the partnership was declined, NCADV will consider an applicant if they wish to reapply after a 6-month waiting period and adjustment to the partnership application based on NCADV's concerns.

EXPECTATIONS OF A PARTNERSHIP WITH NCADV

MOU AND/OR AGREEMENT
Pending the approval of the application to partner with NCADV, an MOU (Memorandum of Understanding) is required in order to set forth the terms and understanding between NCADV and the approved partner. The MOU clarifies the roles and responsibilities of each partner for the duration of the MOU. All MOU's are at-will and can be modified by mutual consent of authorized individuals within the partnership. The MOU shall become effective upon signature of both partners and will remain in effect until modified or terminated by any one of the partners by mutual consent and will be reassessed at a specific time frame as agreed upon by both partners.