



## **Memorandum of Understanding Between Texas Water Foundation and PILOT PARTNER for “Texas Runs on Water” Campaign Partnership**

This Memorandum of Understanding (MOU) is between Texas Water Foundation (“Foundation”) and the PILOT PARTNER (“Partner”) for the Texas Runs on Water campaign, adopted as “Burleson County Runs on Water” in the Burleson and Milam Counties market.

The Foundation developed a statewide water education campaign, Texas Runs on Water, which provides an umbrella concept to tie all Texans under the same banner for water. Recognizing the importance of local messaging, and the nuance of water concerns statewide, the campaign is intentionally constructed to allow a local pride of place to exist within the umbrella campaign concept. This MOU serves as an outline to develop and grow the “Burleson County Runs on Water” campaign.

### **Terms**

#### **Terms of Duration and Termination**

The MOU is effective as of the date signed by the Foundation and the Partner and will be extended on a year-to-year, January to December, basis after the expiration of its original term unless written notification is given by the Foundation or the Partner ninety (90) days in advance of the first day of each successive year or unless it is superseded by a subsequent written agreement of the parties. Any fund balance will be returned to either party (as applicable), within thirty (30) days of the termination of the agreement. Any campaign media already placed as of the date on which such notice is given will continue to run.

#### **Campaign Management**

The Foundation will maintain a Texas statewide media and marketing presence, develop new partnerships, and leverage philanthropic dollars to expand campaign reach and reinforce local campaign messaging and goals. The Foundation will work collaboratively with the Partner to develop the localized “Burleson County Runs on Water” campaign and the Basic Marketing Plan.

#### **Additionally, the Foundation provides:**

- Consultation and overall campaign creation, strategy and management
- Funding and creative design services for campaign assets
- Liaison with marketing, design and fundraising consultants
- Management of TROW website and Partner pages (ex. Houston Runs on Water, [houstonrunsonwater.org](http://houstonrunsonwater.org))
- Management of TROW social media channels, including Facebook, Instagram, Twitter
- Toolkit Resources, to include:
  - Core Media Assets - tagline/logo, banners

- Brand Guidelines
- Communications Plan
- Social Media Kit
- Talking Points
- Fiscal Sponsorship for charitable donations (as applicable)
- Fundraising strategy development

**In consultation with the Foundation, the Partner provides:**

- Funds for local market advertising efforts (Basic Marketing Plan (BMP))
- Local fundraising support
- Educational content on partner webpage
- Impact metrics

In exchange for the above services, each Pilot Market will contribute to Texas Water Foundation, a management fee of **\$3,000** to support the initial development of Burleson County Runs on Water.

**Promotion and Fundraising**

The Partner will fund the Basic Marketing Plan (BMP) for Burleson County Runs on Water through the Partner's allocated annual budget for the campaign. If additional marketing activities outside of those included in the BMP are requested by the Partner, the Partner is responsible for funding those activities. The Foundation will assist the Partner in developing and coordinating a fundraising goal and plan to secure additional funding as needed. If requested by the Partner, the Foundation will serve as fiscal sponsor, receiving and managing any fundraised gifts directed towards the campaign. All additional funds raised by the Foundation and the Partner will contribute towards the locally focused Texas/Burleson County Runs on Water campaign.

**Funds Management and Fiscal Sponsorship**

If requested by the Partner, the Foundation agrees to serve as Fiscal Sponsor and receive grants, contributions, and gifts to be used by Texas Water Foundation to support the implementation of the Partner's Texas/Burleson County Runs on Water campaign. The Foundation, in coordination with the Partner, will manage funds received through these fundraising efforts to procure additional assets beyond the BMP, identified and selected by the Partner.

As fiscal sponsor, Texas Water Foundation, a 501(c)(3) nonprofit organization, provides fiduciary oversight, financial management, and other administrative services to help build the capacity of charitable projects.

Administrative fees will be assessed on the funds raised based on the following:

- For quantities below \$10,000, a 5% administrative fee will be assessed
- For quantities at or above \$10,000, a 10% administrative fee will be assessed

If any funds are collected through the Foundation's PayPal account, those funds will be subject to a separate 2.2% processing fee and \$0.30 transaction fee.

### **Use of Funds**

Guided by the Partner, the Foundation will make necessary expenditures from funds collected through the Partner's fundraising efforts to achieve the goals of the Partner's implementation plan for the campaign for any given year. In no case will any such expenditure exceed total contributions for the campaign received by the Foundation. The Partner agrees to use their allocated funds towards the running of the Texas/Burleson County Runs on Water campaign. If this MOU is terminated, the Foundation will return the Partner any unused funds within 30 days of the date of termination.

### **Acknowledgements**

The Foundation and the Partner agree that all grants, charitable contributions, and gifts that the Foundation receives for the Partner will be reported as contributions to the Foundation, as required by law. The Foundation further agrees to acknowledge the receipt of any such grant, charitable contribution, or gift in writing, and to furnish evidence of its status as a tax-exempt organization under Section 501(c)(3) as requested, or as required by law in its acknowledgement of gifts made on behalf of the Partner.

### **Core Media Assets and Brand Guidelines**

The Foundation will provide the Partner with all core media assets for the campaign and brand guidelines for use of all Texas/Burleson County Runs on Water branded media. The Partner is granted the ability to customize core media assets, as outlined in brand guidelines. The Partner is also granted the ability to add campaign logos and branding to assets created by the Partner for localized distribution. These include, but are not limited to, assets such as brochures, signage, bill inserts, and giveaways such as hats and bags. All locally focused media must be pre-approved by the Foundation and the Partner before placement.

### **Basic Marketing Plan**

The Partner will work with the Foundation to develop and implement the BMP which will allow for continuous promotion of the Burleson County Runs on Water campaign through cost-effective strategies, such as paid social media, mass media public relations, billboards and/or other similar placements. The Foundation will provide direction on the marketing plan cost and

strategy. The Partner and the Foundation will both sign off on the BMP before any purchases will be pursued.

A sample BMP is outlined in Appendix I. Strategies in the BMP are subject to change based on availability, cost of services, and learnings from the campaign. Each year the Partner will work with the Foundation to create a BMP, based on available budgets and best practices.

Any marketing components outside the BMP will be fundraised and procured through the Partner with the support of the Foundation. The Partner will direct the Foundation on all media placements, and, if needed, the Foundation will provide additional strategy or media placement options. Once media placement is initiated by the Foundation, media buy cannot be terminated. Funds should be identified prior to placing any media buys.

### **Website**

The Foundation will develop and administer the Texas Runs on Water website, with a page dedicated to the Partner's geographic region. The Partner will continue to work with the Foundation on coordinating educational materials and content for the Partner's page. The Foundation will have final say on all website content.

### **Social Media**

The Foundation will develop and administer all social media platforms for the Texas Runs on Water campaign. The Partner may customize template social media posts available in the Texas/Burleson County Runs on Water asset library for use on the Partner's social media channels. The Partner may also create original Burleson County Runs on Water posts for use on the Partner's social media channels. Customization must be pre-approved by the Foundation before any social media posts are live.

### **Communications Plan**

The Foundation will develop talking points for the Partner and trusted stakeholders and advocates to make use of when speaking about the Texas Runs on Water campaign. Talking points will include standard terminology. Any requests for interviews by the press should be directed to the Foundation for inclusion.

### **Ownership**

The Foundation owns all core media assets of the Texas Runs on Water campaign and any customized assets created for the Partner, but the Foundation allows the Partner to make use of approved assets for the duration of this MOU.

**Impact Metrics**

The Partner will work with the Foundation to develop impact metrics for the Texas/XX Runs on Water campaign. Impact metrics must be established before any media is run. Impact metrics will be measurable and will be assessed on a quarterly basis. The Partner must have methods available for assessing chosen impact metrics. The Partner will provide the Foundation with quarterly reports on impact metrics. The Foundation will conduct market surveys during the course of the campaign. Survey data and analysis on brand awareness and impact will be made available to the Partner.

Foundation: Texas Water Foundation

Name/Title: Sarah Schlessinger, CEO

Date: \_\_\_\_\_

Partner: \_\_\_\_\_

Name/Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Date: \_\_\_\_\_

*[Signatures appear on the following page. The rest of this page intentionally left blank.]*

## **Post Oak Savannah Groundwater Conservation District – Basic Marketing Plan DRAFT**

Each fiscal year, the Partner will allocate a budget to fund a Basic Marketing Plan for the “Runs on Water” campaign. The plan will be based on available budget and best practices. Both the Partner and the Foundation will sign the Basic Marketing Plan before any purchases are made. These strategies may change, based on availability, cost of services, and learnings from the campaign.

Below is a draft of a basic marketing plan, primarily meant to provide an estimated budget ahead of the 2025 fiscal year. We have noted that the Partner is considering two separate county campaigns, running in conjunction. These numbers are subject to change based on that decision.

Note, that the Partner only covers media costs, while the Foundation covers the creative execution and manages execution.

### **Burleson County Runs on Water Basic Marketing Plan**

<b>Media Placement</b>	<b>Budget</b>	<b>Duration</b>
Billboards / traditional media	\$10,000.00	3 months for several boards OR 1 year for one spot
Social media / Digital	\$10,000.00	3+ months
Gas Station Pump Ads	\$8,000.00	1-3 months
Outdoor Posters, Take-ones	\$2,500.00	3 months
Community Events or Direct Engagement Initiatives	\$1,500.00	TBD
Region Webpage on <a href="http://texasrunsonwater.org">texasrunsonwater.org</a>	\$0.00	Ongoing
TROW Admin fee + Contingency	\$5,000.00	Ongoing
<b>Total Budget</b>	<b>\$37,000.00</b>	

## **Pilot Partner Checklist**

### **Pilot Partner Kickoff**

- MOU signed by both Pilot Partner and Texas Water Foundation
- Planning/Strategy Sessions
- Alignment of Campaign goals between Pilot Partner and TWF
- Campaign timeline finalized to include Pilot Partner launch, ad run duration and post campaign wrap
- Basic Marketing Plan finalized
- Funds secured by Pilot Partner for Basic Marketing Plan
- Impact metrics determined
- Pilot Partner logo and design assets created
- Education content for web page provided by Pilot Partner to TWF
- Pilot Partner web page developed and live
- Social media plan developed\*
- Communications plan developed (as needed for communications outside of BMP i.e. Partner newsletters, social post frequency, tv/radio appearances, events, etc.)
- Fundraising plan developed (if needed for additional ads outside of BMP)
- SWAG for giveaways finalized and approved by TWF (email acquisition opp – shared between local market & TWF)

### **Pilot Partner Campaign wrap**

- Wrap meetings
- Impact metrics reported by Pilot Partner to TWF
- Partner feedback
- Analysis of campaign outcomes - audience reach, engagement, etc.

\*approval of TWF needed