

## Partnership Cooperation Parameters

This draft Cooperation Parameters Document (“Parameters”) indicates a mutual understanding between \_\_\_\_\_ (“Company”) and \_\_\_\_\_ (“Nonprofit”), collectively referred to as the “Parties”.

This is not an agreement, but rather, a draft of potential agreement parameters for establishing a formal relationship.

The Parties envision that the Company will agree to run various sales and marketing campaigns associated with the Nonprofit’s cause.

The desire is to provide a financial benefit to the Nonprofit and to provide a sales/customer relationship benefit to the Company.

Both Parties intend to structure a Licensing and Donations Agreement (“Agreement”) for an initial 120-day test.

The Agreement will include a provision to convert the Agreement to a one-year term, following the successful conclusion of the 120-day test.

The Company intends to, during the test period, run experiments which may include any of the following:

- Round-ups at checkout.
- Add-on donations at checkout.
- Matching donations at checkout.
- Donating a percentage of sales.

The forthcoming Agreement will give the Company the ability – during the test period – to:

- Run the tests on their website, online, in-store, or elsewhere indicated.
- Use the Nonprofit’s name and likeness (e.g. logo, name) where appropriate during the test.
- Market and promote the relationship with the Nonprofit.

The Nonprofit intends to run tests which may include any of the following:

- Sending emails to donors with links to the Company’s website.
- Linking directly to the Company’s website from the Nonprofit’s website.
- Posting social media content with reference and/or links to the Company’s website.

Both Parties intend to designate a single source of truth for the donation amounts collected by using the GetChange, Inc. ("Change") donation platform. Change fees will be borne by the Company. Change will collect donation grants from the Company through Our Change Foundation, its partner donor-advised fund, and direct those payouts to the Nonprofit.

Both Parties agree this document only outlines preliminary Parameters and that a formalized Agreement will be entered into by both Parties upon further discussion and agreement at a later date.

## Company Details

Name \_\_\_\_\_

Title \_\_\_\_\_

Company Name \_\_\_\_\_

Date \_\_\_\_\_

## Nonprofit Details

Name \_\_\_\_\_

Title \_\_\_\_\_

Nonprofit Name \_\_\_\_\_

Date \_\_\_\_\_

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