

**Memorandum of Understanding
Between
The Links, Incorporated and the NAACP**

The Links, Incorporated is an international, not-for-profit corporation, established in 1946. The membership consists of nearly 15,000 professional women of color in 285 chapters located in 41 states, the District of Columbia and the Commonwealth of the Bahamas. It is one of the nation's oldest and largest volunteer service organizations of extraordinary women who are committed to enriching, sustaining and ensuring the culture and economic survival of African Americans and other persons of African ancestry.

The NAACP is the nation's oldest, largest and most widely recognized Civil Rights organization and has championed the causes of the disenfranchised since its founding in 1909. The NAACP's mission is to ensure the political, educational, social, and economic equality of all persons and to fundamentally impact that voting has on the quality of life for all citizens.

PURPOSE OF MEMORANDUM OF UNDERSTANDING:

Because of their commitment to equal rights and social justice and the significant community impact that could be made through the magnitude of their combined resources, The Links, Incorporated and the NAACP propose to formalize a voluntary working relationship that will define the purpose, scope and outcomes of a collaborative two-year legislative and public issues agenda.

Effective November 15, 2017 – December 31, 2018, the scope of this Memorandum of Understanding will be coordinated through the management and oversight of The Links, Incorporated chair of National Trends and Services and the NAACP Senior Vice President of Policy and Advocacy in consultation with The Links Liaison to NAACP. Through regular scheduled meetings, the designated representatives' responsibilities will include oversight of the following scope of initiatives and activities:

NAACP will do the following:

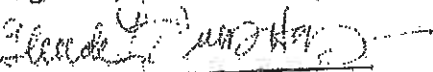
- Assist in the development of non-partisan civic engagement initiatives to include the NAACP, This is My Vote Campaign;
- Create communication and information bridges between the two organizations' constituents around civic engagement for 2016;
- Provide training opportunities on NAACP Advocacy Agenda, i.e., election protection, civic engagement, programmatic priorities;
- Encourage NAACP local units (i.e. adult branches, college chapters) to partner with The Links, Incorporated local chapters on advocacy and programmatic priorities.

- Support health education as appropriate to the geographic area of each NAACP unit and chapter.

The Links, Incorporated will do the following:

- Encourage active members to become general and/or life members of the NAACP;
- CZARS will assist in getting the word out to chapters increase their get the memberships. Additionally, Area Directors will also to help with NAACP initiatives with designation and implementation;
- Create communication and information bridges between our organization's constituents around civic engagement for 2016;
- Make NAACP electronic Action Alerts and talking points available to membership;
- Encourage chapter to get Voter Action Network (VAN) training to facilitate voter registration;
- Support post-incarceration re-entry through voter registration;
- Utilize voter education and civic engagement tools provided by the NAACP to encourage K-12 activities;
- Conduct civic engagement webinars with the Link members. Webinars will be provided by The Links, Incorporated and NAACP leaders.

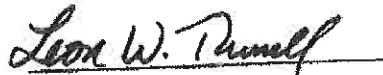
Signed By:



Glenda Newell-Harris, M.D.
National President
The Links, Incorporated

Date: November 20, 2017

Signed By:



Derrick Johnson
President and CEO
NAACP

Date: 12/21/2017