

**Memorandum of Understanding**  
Between the  
**U.S. Fish and Wildlife Service**  
and  
**Wildlife Forever**

**I. Parties**

This agreement is entered into between the U.S. Fish and Wildlife Service and Wildlife Forever ("WF"), a non-profit organization.

**II. Authority**

This agreement is entered into under the authority of the Fish and Wildlife Act of 1956 (16 U.S.C. 742a – 742k) and the Fish and Wildlife Coordination Act (16 U.S.C. 661-666).

**III. Purpose and Objectives**

FWS and WF have mutual goals to educate and inform the public about the threat of aquatic and terrestrial invasive species and about national conservation issues in general. FWS achieves this through the Stop Aquatic Hitchhiker! campaign and other conservation programs for outreach and education with materials, events, and WF achieves this through the Threat Campaign partnership and the State Fish-Art program for education and outreach to the public and associated members. This agreement will allow these two parties to collaborate on information, outreach, education, and media campaigns related to shared natural resource conservation goals. This agreement may also be used as the basis for further cooperative projects and agreements as the parties see fit.

**IV. Specific Obligations of the Parties:**

**FWS Shall:**

1. Transfer operational lead of Stop Aquatic Hitchhiker! campaign to WF while maintaining brand ownership.
  - a. Provide technical support for electronic newsletters and websites.
  - b. Promote partnership Service wide through internal and external communications.
  - c. Assist with brand expansion to multiple recreational user groups.
2. Meet as necessary with representatives of WF to discuss and agree on specific projects and partnerships to meet the purposes of this agreement, and provide staff support and coordination to implement agreed-upon projects and educational efforts that have been approved by the parties to this agreement and subordinate agreements.
3. Jointly implement and coordinate SAH! information and educational programs oriented toward natural resources conservation, hunter and angler ethics and behaviors, including symposia, conferences, media outreach, public service announcements, public opinion research and recognition programs.

4. Subject to all applicable laws and regulations, enter into specific agreements with WF to accomplish and fund agreed-upon projects developed pursuant to this agreement.
5. Submit to WF prior to dissemination to the public any proposed news releases, articles, or any other published material which references this agreement or any employee of WF.
6. Actively seek opportunities to partner with WF in programs designed to develop relationships with corporate partners to expand SAH! efforts, funding and joint conservation initiatives.

**WF Shall:**

1. Meet as necessary with representatives of FWS to discuss and agree on specific projects and annual work plan activities to meet the purposes of this agreement; provide staff support and coordination to implement agreed-upon projects and educational efforts that have been approved by the parties to this agreement and subordinate agreements.
2. Actively participate in the dissemination of information concerning the development and implementation of SAH! campaign through website development and maintenance.
3. Where appropriate, use its resources materials and educational initiatives to disseminate and market information about invasive species awareness and prevention through the SAH! campaign.
4. Jointly implement and coordinate information of educational programs oriented toward natural resources conservation, hunter and angler ethics, and behaviors through media outreach, public engagement and resource user opinion research and recognition programs.
5. Subject to all applicable laws and regulations, enter into specific agreements and partnerships with FWS and other funding entities to accomplish and fund agreed-upon projects developed pursuant to this agreement and
6. Not refer to this MOU in commercial advertising in a manner that states or implies that the activities of WF are approved of or endorsed by FWS.

**V. Special Emphasis Outreach**

FWS is mandated by Executive Orders 12962 and 13198 to support outreach programs designed to stimulate outdoor recreational user participation and conservation, and enhance the outreach efficacy of community-based initiatives. FWS has sought partnership with WF to promote recreational access into urban and non-urban communities, inform students through educational initiatives of natural resource enhancement and awareness of conservation issues. The goal of these initiatives is to re-establish a behavioral conservation ethic and resource connection through outreach, education, and community engagement.

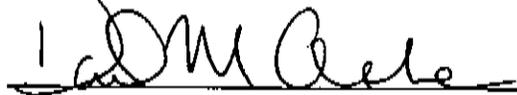
This agreement will allow the collaborative development of special-emphasis outreach activities targeted through Stop Aquatic Hitchhiker! Threat Campaign™ efforts and promote the shared vision of natural resource viability.

**Period of Agreement**

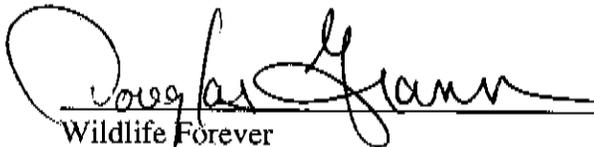
The term of the agreement shall begin on September 11th, 2012 and remain in effect for five years from that date of which a partnership assessment may extend the terms. This agreement may be changed, supplemented or extended by written modification signed by authorized representatives of both parties.

Either of the parties may initiate the termination of this agreement by providing the other party 60 days written notice. If either party expresses, in writing, concern or disagreement regarding the terms of this agreement, or concern or disagreement regarding the performance of the other party, both parties will attempt to resolve the outstanding issues. If the parties do not resolve those differences, the agreement will be terminated automatically after the initial 60-day period of written notice.

**Signatures**

  
\_\_\_\_\_  
U.S. Fish and Wildlife Service

9-11-12  
Date

  
\_\_\_\_\_  
Wildlife Forever

9-11-12  
Date