

# The "Mutual Aid" Partnership Blueprint

## Memorandum of Understanding (MOU) "Don't let the details get in the way of a good idea."

This is a good-faith agreement between:

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

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

### 1. The Shared Vision (The "Why")

Describe the community impact or business goal (e.g., "To co-host a monthly pop-up that lowers our individual marketing costs by 30%").

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### 2. The Resource Swap (The "What")

Based on your Resource Audit, what "Ghost Assets" are being activated?

- Partner A provides: \_\_\_\_\_
- Partner B provides: \_\_\_\_\_

### 3. The Shared Metric (The "Win")

How will we know this worked in 30/60/90 days?

- [ ] \$X amount in shared sales
- [ ] X number of new email sign-ups/leads
- [ ] Reduction in overhead costs of \$ \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

### 4. Operations & Expenses

Who pays for what? (e.g., "Partner A pays for the Facebook Ad; Partner B provides the staffing").

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### 5. The "Clean Break" Clause

How do we end this if it's not a fit?

This agreement is valid until \_\_\_\_\_ (Date). Either party may exit with \_\_\_\_\_ days' notice. All intellectual property remains with the original owner.

### Signatures (The "Handshake")

Partner A: \_\_\_\_\_ Date: \_\_\_\_\_

Partner B: \_\_\_\_\_ Date: \_\_\_\_\_

As you fill this out, keep these principles in mind:

- **Radical Transparency:** If your insurance doesn't cover a specific "Ghost Asset" usage, say so. The goal of Mutual Aid is to lower risk, not hide it.
- **The 50/50 Myth:** Partnerships don't have to be equal in *dollars*; they need to be equal in *value*. If Partner A has the "high-traffic location" and Partner B has the "specialized labor," that is a fair trade.