



SAME Strategic Partnering Philosophy

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Aligning with the our Strategic Plan, SAME partners with a variety of organizations to collaborate on National Security and to promote issues such as producing engineers (STEM), mission assurance and preparation of transitioning veterans, professional development for SAME's multi-disciplined membership, and more.

The key to success for strategic partnerships is implementation and collaboration at the Post/chapter level if possible. Benefits to both organizations of a strong relationship include:

- *Recruitment of new members from industry and government.*
- *Expansion of the geographic reach of the organization's mission.*
- *Member access to new intellectual property.*
- *Potential solutions to local A/E/C challenges and issues through collaboration.*

SAME has five criteria for structuring memorandums of agreement or understanding.

1. **Mutually Beneficial.** Both organizations must benefit from the relationship.
2. **No money exchanged.** Mutual benefits are exchanged in kind to retain the focus on furthering each organization's mission or purpose, vice profiting financially from the other.
3. **Must be able to deliver.** Organizations must be able to adhere to the agreement. Neither organization should promise to provide anything that it knowingly cannot deliver.
4. **Focused.** Agreements must be focused on areas where the organizations can work together – preferably at the local level, but also at the national level when applicable via committees and councils or event participation. SAME prefers not to engage in pure marketing swaps.
5. **Simple.** 1-2 pages is sufficient and prevents discouragement among Posts or Chapters to engage. Additionally, agreements will always have an exit clause that states that either party may terminate the agreement with written notice.

For more information on SAME Strategic Partnerships, please contact Kathy Off, 703-549-3800 ext. 153, koff@same.org.