



Alliance for Audience

ARIZONA ARTS & CULTURE CENSUS & COMMUNITY DATABASE

Participation Agreement

Name of Organization: _____

Contact Name: _____

Contact Title: _____

Email: _____

Phone: _____

On behalf of the above named organization, I am authorized to, and do hereby, affirm our commitment to participate in the **Arizona Arts & Culture Census and Community Database** – a collaborative initiative to gather information, analyze and affect the participation of attendees, members and supporters of arts and cultural organizations.

In doing so, I understand and agree that:

- Participation in the Census/Database is available exclusively to member organizations of **Alliance for Audience**.
 - Participation is offered without charge.
 - Administration of the initiative will be conducted via the “eMerge” technology of the private service provider **TRG Arts** and is subject to their Terms of Use (a sample of which is available [here](#)).
- TRG Arts’ eMerge technology enables authorized users from my organization to access the Census/Database via the Internet to conduct research and compile dynamic direct mail lists by selecting geography, desired lists segments and demographic variables.
- As a participant in the Census/Database, my organization will receive:
 - List management/hygiene services including National Change of Address (NCOA) cleaning every 95 days;
 - Access to data analysis of the records my organization uploads and to the aggregate of data uploaded by participating organizations;
 - Eligibility to request and conduct mailing list exchanges with other participating organizations.
- Participation in the Census/Database grants unlimited permission to all participating organizations, as well as Alliance for Audience and TRG Arts to utilize the aggregate data (data that has been processed by TRG so that it does not identify any individual person or organization) for research. I understand that no specific household data from my organization’s database will ever be disclosed or shared without my prior consent.



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- Participating in list exchanges is a “perk” and not an obligation. Certain lists (and/or records) may be designated as “private” so that they are never subject to searches or list-trade requests.
- An “attitude of yes” is expected of all Census/Database participants – meaning that my organization will make at least some portion of our list available for list-sharing and will endeavor to say “yes” to requests as often as possible.
- My organization may, for separate cost, contract directly with TRG for additional services that expand use of eMerge and the Arizona Community Database. These services are separate from this agreement and may include:
 - Updating or refreshing my data warehouse;
 - Using demographic attributes to filter a list pull;
 - Additional mail, phone, or deceased hygiene;
 - Full-service list pulling or list recommendation service;
 - Response rate tracking;
 - Pricing, analytics, or consulting services.

To participate in this program, I agree to the rights and responsibilities of permission-based data-sharing. Specifically, I understand that:

- Data (lists) can only be shared with the express permission of the owner/organization.
- Under the contract terms between Alliance for Audience and TRG Arts, data transfers can only be transacted once the requesting member receives express permission from the owner member.
- Under no circumstances will Alliance for Audience or TRG Arts share, deliver, or export any data or list from the compiled database without the express consent and permission of the list owner; there are no exceptions to this requirement.
- When specifically authorized, the delivery or export of shared data will only be done to an independent mail house, specified by the recipient – but subject to a separate agreement with that mail house to confirm expectations and processes of privacy, security and limited use.
- I understand that any information on a data list that is shared by a participating organization (other than information previously known to me) is both proprietary and confidential, and such data is limited for one time use only to my own organization.



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& COMMUNITY DATABASE**

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As a member of the Census/Database, I (and/or my key contact) agree to do all of the following, within the dates specified, prior to receiving access to eMerge:

1. **Sign & Return this Participation Agreement** and designate a “key contact” for my organization no later than April 22, 2011 to the FAX or E-Mail address below
2. **Watch the 15-minute orientation video and review the orientation guide** and subsequently check in with TRG by May 5, 2011
3. **Complete required paperwork by May 13, 2011:**
 - a. Membership survey,
 - b. USPS form (PAF) to allow TRG to perform National Change of Address (NCOA) updates.
4. **Submit data in the required format by May 20, 2011.** I understand that **THIS IS A FIRM DEADLINE FOR ALL PARTICIPANTS** – and that data submitted after this date is not eligible to be added to the Census/Database.
5. **Attend a one-hour eMerge “basic training” on-line webinar session** (offered weekly) provided by TRG to ensure understanding of the system’s functionality. (Participation in this training session is required before receiving access to the eMerge system.)

Upon being given access to eMerge, in order to ensure the best experience for my organization and fellow participants, I will:

1. Respond to requests for list trades within three business days;
2. Notify Alliance for Audience and TRG Arts of any changes to any of the information listed above; and
3. Agree to mail materials to patrons from each traded list only once and for the purpose expressed when requesting the data.

This Agreement shall take effect on the date below and continue until the next annual enrollment period. By signing below, I agree, on behalf of my organization, to the above terms of participation in the Census/Database.

Signature _____ Date _____

Printed Name _____ Title _____

Please sign and date this agreement and return the entire document to Alliance for Audience
Census@allianceforaudience.org; or fax to 866-232-1799