

National Park System Advisory Board
ENCOURAGING NEW PHILANTHROPIC PARTNERSHIPS

May 21, 2014

In July 2013, NPS Director Jarvis requested assistance from the National Park System Advisory Board as the NPS updated policy guidance on philanthropy and partnerships through the revision of Director's Order #21: Donations and Fundraising. He said updating policy will help the NPS articulate a strategic vision for philanthropy and partnering, develop new partnering practices, and support the National Park Foundation and others to further their work engaging new audiences and developing new corporate alliances. The Director asked the Board to create a committee of high-level sector and thought leaders to offer advice on positioning the NPS to be a best-in-class partner, prepared to expand philanthropic alliances into the 21st Century.

Status of Activities

- In March of this year (2014), Board Chairman Tony Knowles appointed a 15-member Philanthropy and Partnerships Committee chaired by Board Member Paul Bardacke:

Craig Bida, Executive Vice President, Cone Communications;
Dr. Denise Fairchild, President and CEO, Emerald Cities Collaborative;
Dr. James Ferris, Professor, School of Public Policy, University of Southern California;
Alan Kumamoto, Founding Partner, Kumamoto Associates;
Quinton Martin, Vice President, Community Marketing, Coca-Cola Company;
Suzanne Mink, Hollins University;
Neil Mulholland, President and CEO, National Park Foundation;
Katie Nyberg, Executive Director, Mississippi River Fund;
Dale Penny, President & CEO, Student Conservation Association; Fairfax, VA
Dan Puskar, Executive Director, Association of People for Public Lands;
Martin Shell, Vice President for Development, Stanford University;
Susan Smartt, President and CEO, NatureBridge;
Mary Jo Veverka, Private Philanthropist and Chairman, C&O Canal Trust;
Deb Yandala, Chief Executive Officer, Conservancy for Cuyahoga National Park.

- On April 29, the Committee held its first meeting. Thirteen members attended, one participating via phone/WebEx. One member was unable to attend due to international travel. The meeting topic was "Donor Recognition." The Committee received formal presentations on Director's Order #21 and considered a range of issues relevant to the meeting topic. The Committee visited Ford's Theater for a tour and met with the site's former manager and current president of the Ford's Theater Society (the NPS Friends Group) for a presentation on the evolution of donor recognition at that site, an example of best practices utilized in the philanthropic sector. The Committee developed potential recommendations for the revision of existing donor recognition policies, which were referred to a three-member subcommittee that will work with the NPS

Partnership Office to create a donor recognition white paper. The paper will be used to revise the donor recognition section of the Director's Order.

- Relevant to the Committee's task, the NPS developed a policy memo on the Director's Order #21: Donations and Fundraising revision process which is being reviewed by the Solicitor's office and will be surnamed by senior NPS leadership. This memo will provide *interim* guidance on donations and fundraising during the Committee revision process.

Next Steps

- Complete the remaining four Committee meetings, as follows (meeting topics identified):
 - Jun 3 Making Partnering Easier: Agreements and Designated Authority
 - Jun 24 Protecting/Sharing the NPS Brand: Brand Management, Intellectual Property
 - Jul 29 Shared Risk/Shared Reward: Insurance Indemnification, Comingling Funds
 - Aug 26 Strategic Partnership Alignment: Investing in a Best in Class Partner
- Distribute the interim Director's Order #21 policy memo - June 30
- Develop white papers from each meeting - September 30th.
- Complete revised Director's Order draft and circulate for public comment through the Federal Register. Concurrently, circulate draft to the NPS National Leadership Council (NLC) – October 2014.
- Submit revised Director's Order and summary of comments to the NLC for 14-day review – November 2014
- Submit Final Director's Order to NPS Director Jon Jarvis for review and surnaming – January 2015