



United States Department of the Interior

NATIONAL PARK SERVICE

1849 C Street, N.W.
Washington, D.C. 20240

IN REPLY REFER TO:
(2410)

MAR 19 2013

Memorandum

To: Regional Directors

From: Associate Director, Business Services *Lena McDonald*
Assistant Director, Partnerships and Civic Engagement *[Signature]*

Subject: Guest Donation Program

The National Park Service Guest Donation Program offers parks and concessioners an opportunity to work together to engage visitors in supporting national parks. Through this voluntary program, concessioners add a \$1 per night opt-out additional charge from lodging customers. This charge is transferred to the National Park Foundation and subsequently granted to the park or authorized park partner for use in park projects. In FY 12, guests contributed \$617,350 through this program. However, the program existed at only 11 parks—about one-third of the parks with lodging operations. The National Parks Hospitality Association is working to increase knowledge about the program in the concessions community, and we would like to do the same with our parks.

We want to encourage superintendents to discuss this voluntary donation program opportunity with their concessioners. In parks where a donation program is already in place we encourage superintendents to work with their concessioners to place on-site messages to thank participants and provide examples of the work that has been or will be funded by the donations. The Fee Demo program provides a good model. This messaging is an often overlooked but critical component of the program that provides transparency about the use of the funds and shows appreciation toward those who contribute.

More Information on the Program

The Guest Donation Program was established in 2003, and is authorized under Director's Order 21, Donations and Fundraising. The enrollment process is straightforward and can be initiated by the concessioner with the approval of the superintendent by completing and submitting the application forms available at

http://classicinside.nps.gov/documents/Guest%20Donation%20Program_SOP_and_Forms.pdf

Distribution and Additional Information

Please distribute this memorandum to parks in your region with lodging concession operations (see the attached list). If you have questions or require additional information, please contact Karyn Ferro of the Washington Office of Partnerships and Philanthropy at Karyn_Ferro@nps.gov or 202/354-2172, or Kurt Rausch of the Commercial Services Program at Kurt_Rausch@nps.gov or 202/513-7202.

cc: Associate Regional Directors with Concession Operations
Regional Chiefs
Partnership Coordinators