



Checklist of Topics for the Annual Work Plan

- Mission Statements
- Shared Vision
- Mutual priorities for the coming year
- Projects and programs the park and partner agree to work on and fundraise for that year*
- Primary points of contact for park and partner*
- Communication Channels
- Fundraising Activities*
- Donor Cultivation Activities*
- Checkout Counter Donation Program*
- Donation Boxes*
- Special Events/Programming
- Business Interruption
- Electronic Giving*
- NPS Cause Marketing*

* Required per RM#21, 6.4.1

Reviewed & Signed by:

- Park Superintendent
- Philanthropic Partner Representative
- Regional Director

More information about Annual Work Plans can be found on the NPS Partnership Toolbox at <https://www.nps.gov/subjects/partnerships/do21-rm21.htm>



Steps in Developing an Annual Work Plan

Gather Park Needs

- ✓ Call for potential partner-supported projects/programs from park staff/leadership team. It helps to have the following information of each project/program:
 - Description of Need (include PMIS # if applicable.)
 - FY key milestones/ activities/schedule
 - NPS Role
 - Partner Role
 - Partner Donated Amount (Note if is a Cost Share.)
 - Using Cooperating Association Funds?
 - Point(s) of Contact
 - Other Notes

Hint: Including the partner's mission statement in the call for projects/programs may help focus requests to partner opportunities.

Prioritize Needs

- ✓ Park Leadership Team to discuss and prioritize park wide needs.

Partner Alignment

- ✓ Discuss with Partner leadership team the park's priorities. Align park needs with partner donor interests and opportunities.
- ✓ List fundraising events plans for the year
- ✓ Determine any donor cultivation visits

Annual Work plan required sections (RM21 6.4.1.) include:

- ✓ Planned Fundraising Events
- ✓ Management of Donation Boxes
- ✓ Planned Donor Cultivation Activities
- ✓ NPS Cause Marketing projects
- ✓ Electronic Giving
- ✓ Checkout Counter Donation Program?
- ✓ Primary points of contact for park and partner

Optional Sections:

- ✓ Plans for any Business Interruption
- ✓ How will the park and partner communicate with each other?

Signatures

- ✓ Superintendent
- ✓ Partner
- ✓ Regional Director

NOTE: Annual work plans need to be reviewed and approved by the Regional Office. More information about Annual Work Plans can be found on the NPS Partnership Toolbox at <https://www.nps.gov/subjects/partnerships/do21-rm21.htm>