

Director's Order #21—Appendix

Definitions

Agreement—a written arrangement between a park or program and an outside organization or another federal agency outlining work that is to be done together.

Authorized Employee—an NPS employee who may accept a particular donation and who is responsible for making sure we follow NPS and Departmental donations policies when evaluating donors and donations. Authorized employees must have sufficient experience, training, and organizational responsibility to be able to consider fully all relevant factors and circumstances when accepting donations.

Best Practice—practices that apply the most current methods and technologies available to comply with mandatory regulations and policies and maintain a superior level of performance.

Brand—a trademark or distinctive name identifying a product, service, or organization.

Cause-Related Marketing— a type of marketing involving the cooperative efforts of a for-profit business and a nonprofit organization for mutual benefit. The term is sometimes used more broadly to refer to any type of marketing effort for social and other charitable causes, including in-house marketing efforts by nonprofit organizations.

Cooperating Association—a private, nonprofit corporation established under state law that supports the educational, scientific, historical, and interpretive activities of the NPS in a variety of ways, under a formal agreement with the Service.

Corporate Campaign—a fundraising effort that uses advertising and marketing to promote a donation and a relationship between the business and the NPS or an NPS partner.

Corporate Social Responsibility (CSR)—a business practice in which a company embraces responsibility for its actions and encourages a positive impact through its activities on the environment, consumers, employees, communities, and stakeholders.

Credit Line—a short, discrete, unobtrusive statement expressing appreciation for a donation typically found at the end of the material or item.

Crowdfunding—the use of modern social networking tools, such as email, blogs, social media, and personal websites, to support or fundraise for an NPS park or program. Kickstarter.com is one example.

Donation—something of value (gifts, cash, or in-kind goods or services) received by the NPS, or from an outside source on behalf of the NPS, without consideration or an exchange of value. Permissible donations depend on the specific provisions of the authorizing statutes. Donations of real (land or interest in land) and personal property, services, and money are often allowed. Funds or other items received because of a competitively awarded “grant” from a foundation are also covered by the term “donation.”

Endowment—the donation of money or property to the NPS (a park, NPS program, office) or a partner for ongoing support of the organization and its programs or activities.

Friends Group—a nonprofit, 501(c)(3) tax-exempt organization established primarily to support a specific park, group of parks, or NPS program. Friends groups may be philanthropic partners if they fundraise, or may have a project-specific relationship with the NPS. The nature and purpose of the relationship will determine the type of agreement required.

Director's Order #21—Appendix

Fundraising—the act or process of raising money to benefit the NPS or a nonprofit partner.

Fundraising Campaign—a campaign to raise money for a specific cause.

Grant—an award (usually monetary) based on an open competition. The grant contains terms that specify the uses of the award and any required deliverables, such as reports. It differs from a donation with conditions because it requires an application and selection process. Under certain circumstances, a grant application may be considered a solicitation.

Indemnification—when one party assumes the liability of another in the event of a claim or loss. An indemnification clause obligates one party (or both parties) to compensate the other party for losses or damages set out in the provision. This compensation is separate and apart from other contractual obligations and damages. Most NPS partnership agreements contain an indemnification clause.

Insurance—insurance is a traditional risk-financing tool used to transfer the financial hazard of risk. For many nonprofits, insurance provides the funds to pay for unexpected losses of people, property, and income, while ultimately keeping the organization in operation.

Intellectual Property—creations of the mind, such as inventions, literary and artistic works, and symbols, names, images, computer software, and designs used in commerce. Specific types of intellectual property are discussed in RM-21.

Mark—trademarks, service marks, trade names, trade dress, corporate names, logos, domain names, and all other source identifiers, together with all of their translations, adaptations, derivations, and combinations, and any associated applications, registrations and renewals. See also **Brand**.

Mobile Giving—refers to a donation method that uses SMS texting or mobile applications.

Name Script—a distinctive type style that is part of an organization's brand and identity.

Non-Real Property Donation—donations of property, such as money, products, services, or personal property.

Partner—individuals, organizations, and other entities interacting in a relationship with the NPS to achieve a common goal in support of the NPS mission.

Partnership—a voluntary and mutually beneficial collaborative relationship between the NPS and one or more partners, built on the contributions of each partner and formed to achieve or to assist in moving toward a common goal. Partners bring resources to the relationship that allow the NPS to accomplish objectives that, individually, neither party could achieve. Some partnerships are informal; others are covered by well-defined agreements or regulations.

Phased Donation—a donation that is accepted over a period of years. To obtain tax benefits, donors often spread a donation over several years.

Philanthropy—the giving of time, money, and expertise to advance the common good.

Planned Giving—any major gift made by donor during his or her lifetime or at death as part of overall financial planning, or estate planning, or both. Also known as gift planning.

Real Property Donation—donations of land or interests in land. Common reasons for landowners to donate land are to benefit conservation programs or receive tax benefits.

Director's Order #21—Appendix

Risk—a measure of the possibility that the future may be surprisingly different from what we expect.

Senior Manager—as required by the Departmental Manual, 374 DM 6, the NPS employee responsible for overseeing donation-related activities; ensuring compliance with this Order and related procedures; and reviewing and making determinations on specific donations. The Assistant Director, Partnerships and Civic Engagement is the Senior Manager for the NPS.

Solicitation—any request to a non-Federal entity, group, or individual seeking donations to be made directly or indirectly to the NPS in support of its programs.

Sponsorship—a form of marketing in which a corporation pays for all of some of the costs associated with a project or program in exchange for recognition. Corporate logos or brand names may be displayed with the NPS or partner marks, with specific mention that the corporation has provided funding. Sponsorship is not the same as philanthropy.

Vet/Vetting—the thorough examination or evaluation of a prospective donor or donation before acceptance in order to avoid any conflict of interest or other impropriety or any appearance of a conflict of interest or other impropriety.