



Understanding the Revisions of Directors Order #21

Donations & Fundraising

Participant Guide



National Park Service TEL Training

September 28, 2006

Table of Contents

Welcome	1
Learning Objectives	2
I. Background & History... ..	3
II. <i>DO#21 - Donations & Fundraising</i> - Overview	4
III. Legal Framework - <i>Authorities</i>	9
IV. Donor Recognition.....	12
V. Corporate Campaigns and Fundraising	16
VI. Partnership Construction Process.....	22
VII. Legal Framework - Agreements.....	28
VIII. Ethical Considerations & Reminders.....	32
Appendix A – Regional Partnership Coordinators	28
Appendix B – Related Sources of Information	29
Appendix C – Donor Bill of Rights.....	31
Appendix D – Kudos to.....	32

Welcome

How to Interact with the Instructor

If you were physically in the classroom with the instructor, you would raise your hand to let her/him know you had a question or comment. Then you would wait for the instructor to recognize you and ask for your question. We are all familiar with that "protocol" for asking questions or making comments.

With TELNPS courses there is also a "protocol" to follow to ensure that you can easily ask questions and others can participate as well. It may seem a little strange at first asking a question of a TV monitor. Remember, it is the instructor you are interacting with and not the monitor. As you ask more questions and participate in more TELNPS courses, you will soon be focusing only on the content of your question and not the equipment you are using to ask it.

As part of the TEL station equipment at your location, there are several push-to-talk microphones. Depending on the number of students at your location, you may have one directly in front of you or you may be sharing one with other students at your table.

When you have a question, press and hold down the push-to-talk button, maintaining a distance of 12-18 inches, wait a second and then ask your question or make your comment. It would sound something like this:
Excuse me [instructor's first name], this is [your first name] at [your location]. I have a question (or I have a comment)."

Then release the push-to-talk button. This is important because until you release the button, you will not be able to hear the instructor.

The instructor will acknowledge you and then ask for your question or comment. Stating your name and location not only helps the instructor, but also helps other students who are participating at different locations to get to know their classmates.

Learning Objectives

At the end of this course, participants will be able to:

- Describe why we welcome philanthropy in our National Parks
- Name two early “donors” to the National Park System
- Articulate the three main intentions of DO21 Hint: What does DO21 ensure?
- Name at least two kinds of contributions that can be accepted?
- Explain the conditions when the Director needs to be involved with a donation.
- Describe at least two ways to thank or otherwise recognize donors
- List the phases of the Partnership Construction Process.
- Name at least 2 ways to find guidance when considering and accepting donations, and working with fundraising partners.
- In their own words, describe a really good question to ask when offered a donation from a business.

I. Background & History...

Why have a DO#21 Fundraising and Donations Class?

National Park Service Director's Orders (DO) provide park managers and staff comprehensive guidance on Service-wide policy and required or recommended practices and procedures. They cover a variety of subject areas, from the delivery of park interpretive programs to the management of natural and cultural areas. These guidelines are regularly reviewed and updated.

Private sector support for America's national parks has a tradition as old as the parks themselves. Even before the establishment of the National Park Service as a bureau of the Department of the Interior in 1916, citizens were stepping forward to protect special places that exemplify our national heritage. Today, over 150 friends groups and the National Park Foundation carry forward this tradition in our national parks.

Director's Order #21 – Donations and Fundraising was first written in 1998 to provide guidance to park managers in accepting donations and working with organizations who seek to raise money to benefit the national parks or the programs of the NPS. DO #21 helps to ensure that the growing—and welcome—support we receive from the private sector is accepted and recognized in accordance with applicable laws, regulations and policy.

The purpose of this course is to provide participants with skills and knowledge required to understand and effectively apply DO21 and to clarify the intent of the order.

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II. *DO#21 - Donations & Fundraising - Overview*

- ✓ DO #21 provides guidelines for the NPS in working with friends groups and other non-profit fundraising partners
- ✓ **DO #21 helps to ensure that all activities related to fundraising maintain: the *integrity* of our parks; the *impartiality* of the NPS; and *public confidence* in what we do**

What is Director's Order #21?

Sets parameters for the activities of NPS employees who directly accept and/or work with organizations who seek to raise money to benefit the NPS.

Contents of DO #21

- Under what authority may we accept donations? (Section 2)
- Who may accept a donation? For what purposes? (Section 4, 6)
- Who authorizes fundraising & how? (Section 4)
- What is in-park friend-raising? (Section 6)
- When should a donation be declined? (Section 6)
- What basic ethical considerations should an employee be mindful of? (Section 3)
- Are there special considerations for corporate donations? (Section 7)
- Partnership construction? (Section 9)
- How are donors thanked and recognized? (Section 10)

What is *not* subject to DO #21?

- Services of Volunteers (1969 VIP Act)
- Challenge cost-share where there is no public fundraising
- Fee for Service
- Donations of Official Travel
- Donations associated with exercise of NPS regulatory authorities (mitigation measures)
- Gifts to individual employees
- Commercial Services

Authorities

Our basic authority to accept donations comes from

- 16 U.S.C. §6
- 16 U.S.C. §18f

Who can Authorize Fundraising Efforts?

- Director
- Deputy Directors
- Associate Directors
- Regional Directors*

* RD may delegate authority to approve fundraising efforts up to \$100,000 to a superintendent.

Authorization = NPS support of the effort and agreement to accept the funds and use them as specified.

Director is involved when:

- \$1 million or more
- Funds solicited nationally
- National advertising/promotion
- Potential controversy

Same levels of authorization for Corporate Campaigns

How is fundraising authorized?

...through an agreement!

Allows a partner to:

- Undertake specific fundraising efforts
- Solicit and accept donations for the benefit of NPS

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In-Park Friend Raising

- Guest Donation Program
- Donation Boxes
- Events
- Brochures and Displays

Donations to Partners

- Most of the time donations are made to partners.
- Fundraising agreements detail what review partners must undertake before passing a donation through to the park when the donation is associated with a specific donor other than the partner
- NPS may not accept donations that associate NPS with alcohol or tobacco.
- A partner may accept donations from such industries for their own purposes.

Departmental Vetting Thresholds

- Donations/grants directly to NPS
- Internet Search:\$2,500 to \$99,999
- Coordination with NPO and other DOI bureaus :\$100,000 or more and donations of land
- OIG: Over \$250,000

Direct Donations to the NPS

- Monthly call
- NPO queries offices with programmatic responsibilities in concessions, contracting, special park uses, & assessment of resource damages as well as the SOL.
- NPO coordinates with other bureaus and they conduct a similar search (once DOI guidance is fully implemented)
- Decision based on the information collected and an assessment of whether the acceptance of the donation will maintain will maintain the integrity, impartiality, & public confidence in NPS/DOI

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Considering corporate donations?

- Is the proposed gift, philanthropy or one tied to marketing rights?
- Is there a product, in-kind, or cash donation?
- Will there be any advertising, marketing, promotion or public relations pertaining to the donation? If so, is it part of a national campaign?
- Product solicitations, sampling, & advertising within parks are strictly prohibited and will *not* be considered as a condition of any donation.
- Neither the Arrowhead nor a NPS employee (or any part of the uniform) may be featured in commercial advertising.

How can donors be recognized?

- Think of recognition as a way to reinforce your "*thank you*" to the donor.
- Donor Recognition Plan helps you identify, in advance, what recognition opportunities are available and not available.

When must a donation be declined?

- DOI Guidance implemented through DO #21
- Decision based on whether acceptance of the donation will maintain the integrity, impartiality, & public confidence in NPS/DOI
- Assessment based on totality of circumstances.
- NPS queries offices with programmatic responsibilities in concessions, contracting, special park uses, & assessment of resource damages as well as the SOL. *This process is called vetting.*

Remember...

- Federal ethics regulations prohibit federal employees from using public office for private gain
- NPS employees may not serve on the Board (voting or ex-officio) or as an officer of a cooperating association, friends group, or other organization authorized to raise funds for the benefit of the NPS.
- NPS employees may not use their position in ways that might imply an endorsement of a commercial product, service, or enterprise.

What about accountability?

- Donations to NPS are subject to the same standards of accountability and the same internal processes & protections as monies appropriated by Congress.
- Non-monetary gifts must be accounted for as any similar government property.
- Parks and programs receiving donations must submit annual reports detailing the amount and type of donations received.
- DOI is preparing a format for this reporting in conjunction with the revision of DO #21.

III. Legal Framework - *Authorities*

- ✓ Congress has given the NPS the legal authority to accept donations
- ✓ Your individual park or program may also have specific legislation related to donations and fundraising
- ✓ There are easy to find resources available, such as the DOI Partnership Legal Primer that provide information on the legal framework for donations and fundraising

Legal Authorities

Who can support NPS through fundraising activities?

- Non-profit entities organized under state or federal law
- Businesses

Four tools to get assistance from a partner...

1. Agreement Establishing a Partnership

In addition to setting out the respective roles, responsibilities, and understandings... These Agreements can authorize general, non-project specific partner fundraising and donation activities.

2. Agreement Authorizing a Fundraising/ Donation Campaign

Used where NPS is to receive the benefits of a philanthropic campaign to raise and donate cash, goods, or services for a specific project.

These agreements may tier off of more general agreements establishing the relationship of the parties.

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3. Cooperating Association Agreements

Standard, non-negotiable agreements between NPS and non-profit corporations established under state law to support the educational, scientific, historical, and interpretive activities of the NPS.

Important!

Activities must be conducted under the policies outlined in DO #21 and must be authorized through a separate fundraising/donation agreement.

4. Agreement Authorizing a Corporate Campaigns

- Very specialized partnership arrangements
- Business provides assistance benefiting NPS
- Seeks to promote its public image by associating itself with NPS, a park unit, and or a park support organization such as the NPF
- No activities or materials generated may state or imply endorsement of products, services, or business enterprises.
- DO#21 may affect the scope of some corporate campaigns.

The Fine print...

- Any of the Four Agreement Types or methods of partnering may apply to a congressionally authorized or directed partnership.
- The appropriate tool is dictated by the facts and the provisions of the applicable statute.

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Remember...

NPS must have both *STATUTORY* authority *and FUNDING authority* to enter into a partnership

Statutory Authority

Statute allowing NPS to undertake the activity contemplated by the partners.

Four categories of statutory authority:

1. Government-wide Authority
2. Department-wide Authority
3. NPS-wide Authority
4. Park Unit Specific Authority

Executive orders, regulations, and NPS policies including NPS Director's Orders *do not provide statutory authority* to enter into partnerships.

If in doubt...

The Solicitor's Office has created a **Partnership Legal Primer** that lists many of the legal authorities currently available to support partnership activities.

www.doi.gov/partnerships/partnership_legal_framework.html

Funding Authority

The ability to expend funds on the partnership activity

Donated funds = appropriated funds!

Funding authority is generally provided through annual appropriations acts.

Conversely, Congress sometimes restricts the use of NPS appropriations through acts of Congress.

Be careful!!

Entering into an agreement that obligates the NPS to expend funds in the absence of the appropriate authority, violates the Anti-Deficiency Act and may result in personal liability for the authorizing employee.

Non-Delegation Doctrine

- The NPS cannot delegate inherently federal functions to partners through partnership agreements.
- These are functions so integral to the exercise of government authority that only the government may perform them.

IV. Donor Recognition

- ✓ Donor recognition is an important part of the cycle of “Friendraising,” and there are many ways to recognize donors, only a few of which are done in the park.
- ✓ DO #21 provides the overall guidance for recognizing NPS donors.
- ✓ Best practices vary in recognizing individuals, businesses, and corporations.

The ‘Cycle of Friendraising’

- The donor says “thank you” when they choose to make a gift
- Effectively recognizing donations can create a cycle of additional giving
- The human touch -- key to donor recognition

Why Recognize a Donation?

- A way to say “thank you”
- We’re required to accept and acknowledge gifts
- Documents the gift for the donor
- Demonstrates class, professionalism, and seriousness
- Encourages further engagement

Why Do Individuals Give?

- Affinity with the park’s mission and park people
- Want to make a difference
- Publicly demonstrates values and principles
- Provides a personal legacy
- Enhances social status

When recognizing individuals...

- ✓ Make it personal
- ✓ Tell them what their gifts has done
- ✓ Treat them like honored fiends
- ✓ Don’t ‘over-recognize’

Recognition Events

- Very appropriate and very important
- Highlights results
- Helps inspire others

Foundation Giving

- *Family* foundations are motivated as individuals
- *Community* foundations seek local impact
- *Philanthropic/educational* foundations seek to achieve focused outcomes
- *Corporate* foundations largely motivated by community profile

Business/Service Club Giving

- Usually motivated by pure desire to help
- Community image important

Corporate Giving

- Enhance profile for public and employees
- Marketing Department often leads the way
- Special considerations apply
- Corporate officials often share strong feelings about parks

A Few Words About Logos

#1 - Must avoid commercialism!

Logos permitted on (must embedded in credit line)

- ✓ Publications
- ✓ Video or film
- ✓ Temporary construction signs
- ✓ Special event banners and materials

Logos NOT permitted on

- ✳ Waysides or kiosks
- ✳ Equipment
- ✳ Donated items

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Donor Recognition and DO #21... A Walk-Through

NON-site Donor Recognition

- Thank you letters
- Awards
- Publicity
- Park Publications
- Websites
- Events
- Mementoes

ON-site Donor Recognition

- Follow the 'Tasteful and Unobtrusive' Rule
- Be clear with donors
- Donors respect the need for recognition limits

Donor Walls, Boards or Books

- Good way to centralize recognition
- Can be egalitarian
- Threshold levels and duration
- Corporate names, but not logos, are fine
- Electronic possibilities

Credit Lines

- Short, discrete, and unobtrusive
- Appropriate on publications, electronic media, audiovisual productions, and temporary construction signs
- "This exhibit made possible by a generous contribution from..."

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Displays and Plaques

- Tasteful and Unobtrusive
- "Made possible by ..."
- Rooms, facilities or features CANNOT be named

Special NPS Events

- Name of event must predominate
- Logos permissible
- Get written agreement in advance

Non-NPS Events

- DO #53 governs
- Don't commercialize the park

Interpretive Programs

- Appropriate to identify a donor if the interpretive program relates to what is being interpreted.
- Can reinforce the idea that people can make a difference
- May inspire future gifts

Donor Recognition Plans

- Just starting to roll out
- Developed at the park level, with Regional Director approval
- Can be very simple
- Park's and Partner's plans must be consistent

Should include

- Statement of philosophy
- Procedures for thanking donors
- Hierarchy of recognition
- Forms or in-park recognition
- Criteria for donor boards and walls
- How donations to partners will be recognized

The Bottom Line

- Donor recognition is both appropriate and important
- DO #21 is a great tool
- You are not alone – talk to others

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V. Corporate Campaigns and Fundraising

Philanthropy vs. Marketing

Corporations and businesses generally offer two primary forms of donations:

1. ***Philanthropic Donations***
2. ***Corporate Campaigns***. (A.k.a. donations tied to advertising)

The primary difference between the two forms of support is the use of advertising and marketing in corporate campaigns to promote a donation and a relationship between the business and the NPS or an NPS partner.

The NPS may accept and recognize ***Philanthropic Donations*** from corporations and businesses under the guidelines set forth in Sections 6 and 10 of Directors Order#21.

The NPS may ***only*** enter into ***Corporate Campaigns*** under the guidelines set forth in section 7.0 of Directors Order#21.

"Your brand is worth something. Make sure you know that and articulate that to your potential partner. It's the value of your brand (and your ability to execute) that are worth something to a corporation." - Kurt Aschermann, Chief Marketing Officer and Managing Director Corporate Opportunities Group for Boys and Girls Clubs of America

NPS is a respected "Brand" with:

- Diverse Stories and Resources
- Loyal Employees
- Dedicated Volunteers

NPS has known "Equity" in its:

- Mission
- Protected Heritage
- Visitors
- Local and National Reach

What Triggers a Corporate Campaign Review?

- All proposed corporate support other than “no strings attached” philanthropic gifts from corporations should be considered a possible corporate campaign.
- National Partnership Office responsible for determining if all proposed campaigns are permissible.

What Qualifies as a Potential Corporate Campaign?

- Corporate proposal that generates a clear benefit for the NPS and is consistent with NPS mission.
- Corporation is clear it may not state or imply endorsement by NPS of any business, product, service or enterprise.
- Proposal does not include advertising in parks nor anything that would result in the commercialization of the parks.
- Neither the Arrowhead nor a NPS employee (or any part of the uniform) may be featured in commercial advertising that promotes a corporate brand, service, product, or enterprise.

ABC's of Corporate Campaigns

- A.** Everything beyond a traditional corporate philanthropic gift requires a written agreement.
- B.** Agreement tool will depend on scope and scale of corporate relationship/campaign.
- C.** Agreements should spell out expectations of all parties.
- D.** Identify the message and affiliation between the NPS (and/or partner) and the corporation.
- E.** List obligations of all parties (including NPS review of all public material prior to release).
- F.** Detail the messaging and marketing activities or identify joint process to develop with NPS approval.
- G.** Clearly state no advertising in parks, no commercialization of parks, no commercial use of the Arrowhead or Rangers, and no endorsement of business, products etc by NPS.

Capture your notes here



The National Park Foundation *Proud Partner* Program

1. A national program of the National Park Foundation in collaboration with the NPS.
2. Proud Partners have the opportunity to inform the public through national marketing and advertising activities that they are assisting the Foundation and the NPS in meeting the needs of the National Park System.

Proud Partner Program and the Olympic model



- TOP companies receive exclusive marketing rights within their designated product category
- Companies are granted use of the “Olympic Rings”
- No advertising allowed within the Olympic venues because it is considered sacred space
- Ambush marketing protection

Proud Partner Program Overview

- Companies receive exclusive national marketing rights within their designated product or service category.
- Once a Proud Partner agreement is executed, no other nationwide corporate campaign agreements may be executed in those product or service categories. Conduct the Pending Revisions Q&A session.
- NPS approved use of the “Arrowhead w/ PP Flat Hat” logo for mission focused co-messaging.
- Use of just the “PP Flat Hat” for other advertising.
- No advertising allowed within National Parks because they are considered sacred space.

Capture your notes here



Current Proud Partners and their exclusive industry categories:

American Airlines – Airlines

Ford Motor Company – Automotive

Unilever – Household and Personal Care Products and Select Food Products

NOTE: Once a Proud Partner agreement is executed, no other nationwide corporate campaign agreements may be executed in those product or service categories.

Corporate Campaign with *local marketing only*

- ✓ Park-based campaigns limited to local scope (within or outside PP category)
- ✓ Requires Partnership Office review
- ✓ Generally permissible if appropriate and marketing remains within local market area with no web-based promotions.

Corporate Campaign *beyond local marketing*

- ✓ Park-based campaign with State, Regional, or National area marketing (Outside PP category)
- ✓ Requires Partnership Office review, NPF consultation, and Directors approval.

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Checklist when Considering Corporate Partnerships and/or Corporate Donations

- ✓ Who did the call/proposal originate from? Corporate foundation? Corporate brand manager/marketing division? Advertising or PR firm? Friends Group?
- ✓ What is the proposed support? (cash, services, products, other)? Is the support appropriate, will it result in a clear benefit to the park, NPS; does it meet priority needs?
- ✓ Will there be any advertising, marketing, promotion or public relations? What is the scope and scale of PR or advertising activities? Is it at the state, regional or national level?
- ✓ Is the support part of a larger corporate effort to align with NPS (or have other parks been approached)?
- ✓ Is the company seeking to use the Arrowhead or a NPS employee (or any part of the uniform) in commercial advertising that promotes a brand, service, product or enterprise? NPS does not allow this. Is the company within one of the Proud Partner categories?

"Cause-related marketing is a partnership between a for-profit and a nonprofit where each has something to offer the other, and both realize a benefit." - Kurt Aschermann, Boys and Girls Clubs of America

Example of other organizations brand standards

http://www.njpta.org/con_workshops/web101/PTAlogo.doc

NPS Message Project - NPS logo, tagline, position statement

http://www.graphics.nps.gov/binder_cdrom.htm

Corporate Social Responsibility

<http://www.csrwire.com/>

Association of Fundraising Professionals

www.afpnet.com

Cause Marketing Forum

www.causemarketingforum.com

Chronicle of Philanthropy

<http://philanthropy.com/>

AdAge

[Adage.com](http://www.adage.com)

IEG

<http://www.sponsorship.com/siteInfo/aboutieg.asp>



Class Exercise *on Expectations Management*

Take a look at the sample items filled in the matrix for Company XYZ. Now fill out the blank side of the matrix from the perspective of your Park or NPS Program area.

First list the basic range of assets NPS brings to the table as "Got It". Next identify broad topic areas NPS is seeking support on as "Need It". Finally for "Can't Do It", identify the specific or general items that the NPS must remove from the table upfront.

	NPS/ Park (with Friends Group)	XYZ Company
Got It!		Strong brand Celebrity Icon Marketing \$\$\$ Industry Experts Corporate Foundation Customers/Employees
Need It!		Brand Loyalty Corporate Stewardship Sell more of X In park promotion/ad
Can't Do It!		Political advocacy Packaging space Limited Access to Celebrity

VI. Partnership Construction Process

- ❑ The Partnership Construction Process was developed to provide greater accountability, achievability and sustainability for NPS construction projects that involve fundraising
- ❑ The Process is both a responsibility of the NPS and the fundraising partner
- ❑ All construction projects \$500,000 or greater which involve fundraising for all or a part of the project must follow the Partnership Construction Process

Interim Partnership Construction Process

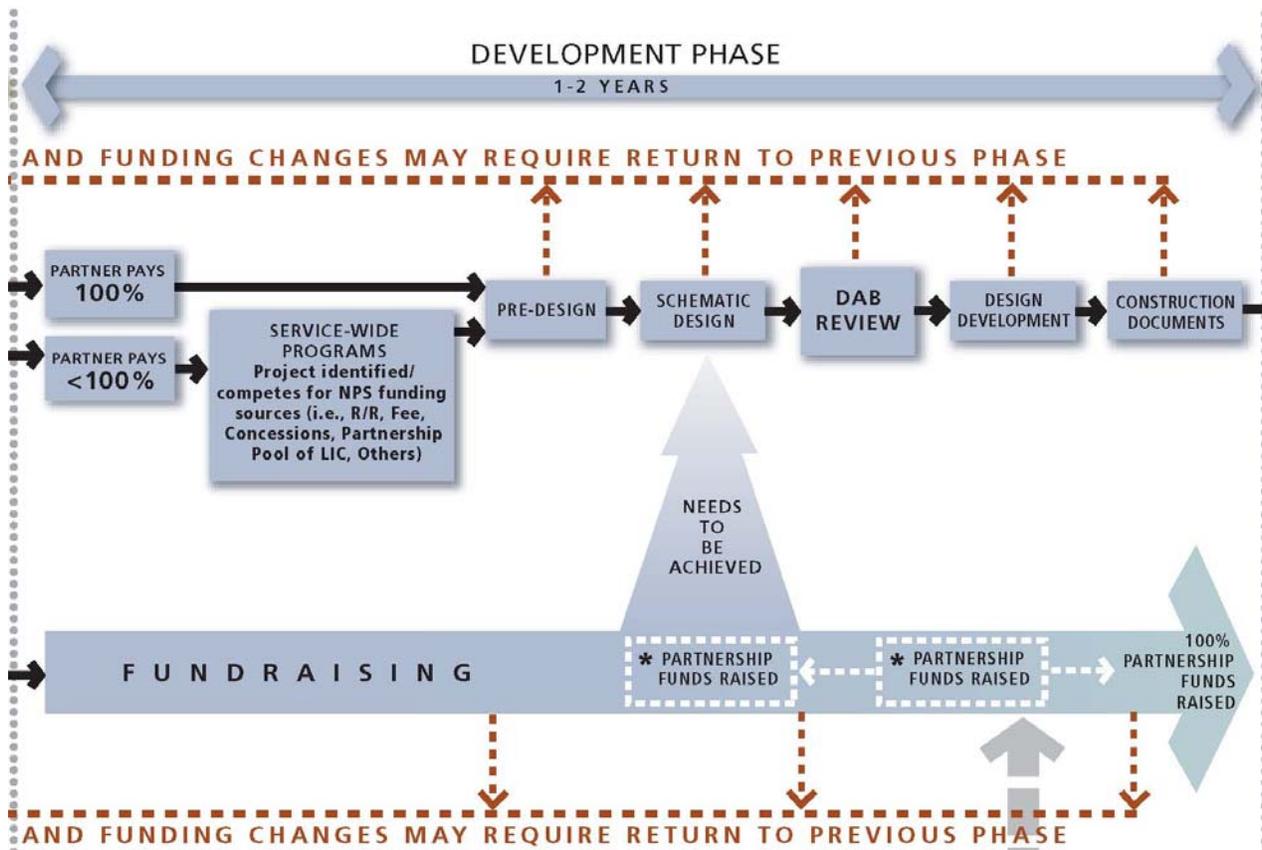
Five phases:

1. Initial Phase
2. Project Definition Phase
3. Agreement Phase
4. Development Phase
5. Implementation Phase

4. Development Phase

- ✓ Funding
 - ✓ NPS – How?
 - ✓ Partners/Partner Percentage
- ✓ Quiet/Public Campaign
- ✓ Evaluate Project - \$'s and Scope
- ✓ Construction/Contracting
 - ✓ Who/How?

Capture notes...



VII. Legal Framework - Agreements

In the Beginning...

1. Involve Regional Partnership Coordinator and Solicitor staff early
2. Decide who should be at the table
3. Understand respective review and approval processes

Basic Anatomy of an Agreement

Introduction

- Agreement Number (where applicable)
- Agreement Title –Based on content and parties
- Introductory Paragraph – Identifies the parties and should list the agreement purposes and goals

Definitions

- Critical Terms
- Acronyms

Background & Objectives

- Convey relevant context, history, and facts underpinning the agreement:
- History of relationship
- Subject matter of the Agreement
- Critical Facts
- Related existing/future agreements
- Indicate which Agreement controls
- Mutual and/or individual goals of each

Authorities

- Cite relevant statutes(e.g.,16 USC § 6 provides NPS donation authority)
- Policy documents ≠Authority

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Responsibilities & Understandings

- NPS agrees to...
- Partner agrees to...
- NPS & Partner mutually agree to...

Term of Agreement

- Term \leq 5 years
- Can be renewed for additional periods of up to 5 years with written concurrence

Termination

Three options for termination

1. Either party may terminate with written notice (typically 30 days).
2. Termination for Cause (e.g. breach of contract)
3. Termination for Convenience of the Government

Termination & Expiration

Address what happens after termination or expiration of the agreement including:

- Disposition of Donated Funds
- Disposition of Real Property
- Payment of Debts

Key Officials

- Names- both NPS & Partner
- Responsibilities
- Contact information
- Notification of Changes

Liability & Insurance

- Min. Recommended Comprehensive General Liability Insurance
- Indemnify the US Gov. against liability
- Partner damage payments
- Fire and Hazard Protection

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VIII. Ethical Considerations & Reminders

- The NPS may not endorse, or appear to endorse, a company's product, service or enterprise
- Employees of the NPS are not at this time authorized to solicit donations
- The Partnership Office and your Ethics Office are good places to contact if you have a question about the ethics of a particular donation

Donations in the media and Recognition without endorsement

General Rule:

An employee shall not allow the use of his name or official title to endorse the products, services, or enterprises of another entity.

Endorsements

The rule is part of the Standards of Conduct, [5 CFR 2635.702(d)] which apply to *all* Federal employees.

- *Exceptions to the prohibition*
 - When there is statutory authority to promote products, services, or enterprises
 - Compliance with agency requirements or standards, or achievement given under an agency program of recognition for accomplishment in support of the agency's mission

Corporate Donations

One of the questions to ask when offered a donation from a business...

"Will there be any advertising, marketing, promotion or public relations pertaining to the donation?"

Example – what's *IS* ok!

The Secretary of DOI may sign a letter to an oil company stating that its offshore operations are in compliance with safety standards required by the MMS, even though the company may later use the letter in a TV ad portraying itself as a steward of our natural resources.

Example – what's *NOT* ok!

The NPS Director may not appear in a TV commercial where she talks about a backpack as the backpack of choice in our National Parks.

Does it cross the line?

Think about the distinction between the donation and the product or service for which the donor is more widely known.



POP QUIZ -- OK or Not?

Background: The Rollfast Tire Co. has donated 1,000 tires to Scarred Rock National Park to help with the re-introduction of the black-footed ferrets. In one brochure, the following text appears with photos of NPS vehicles:

"We are delighted to announce that the National Park Service is using these tires to outfit their fleet."

Yes or No? Why?

In the other brochure, the following text appears with photos of Black Footed Ferrets.

"This is just one example of the many things the Rollfast Tire Co. has done to support conservation in America."

Yes or No? Why?

Just remember...

- ✓ No NPS arrowhead
- ✓ No marks of other DOI bureaus
- ✓ No employees in uniform
- ✓ Focus on the donation

Resources to help you:

DOI Ethics Office
Hale Hawbecker
Matt Costello
202-208-7960

NPS Ethics Office – WASO
Peggy Moran-Gicker
202-354-1981

NPS Partnership Office
Karyn Ferro
202-354-2172

Appendix A – Regional Partnership Coordinators

National Park Service Regional Partnership Coordinators

Region	Coordinator	Phone	Email
WASO Partnership Office	Karyn Ferro Wendy O’Sullivan	202-354-2172	Karyn_Ferro@nps.gov Wendy O’Sullivan@nps.gov
Alaska	Diane A. Jung	907-644-3525	Diane_Jung@nps.gov
Intermountain	John Paige	303-969-2356	John_Paige@nps.gov
National Capital	Glenn Eugster	202-619-7492	Glenn_Eugster@nps.gov
Northeast	Bob McIntosh Leslie Dietrich	617-223-5122 617-223-5433	<u>Bob_McIntosh@nps.gov</u> Leslie_Dietrich@nps.gov
Midwest	Marty Sterkel	402-221-3201	Marty_Sterkel@nps.gov
Pacific West	Ray Murray	510-817-1439	Ray_Murray@nps.gov
Southeast	Patty Lockamy	828-271-4779 x241	Patty_Lockamy @nps.gov

Appendix B – Related Sources of Information

- ❑ **NPS Management Policies** sets out the basic policies for the management of the national park system.
<http://home.nps.gov/applications/npspolicy/index.cfm>
- ❑ **Director's Order #1 on the NPS Directives System** provides an overview of the NPS directives system and describes the relationship among NPS Management Policies, Director's Orders and Reference Guides.
- ❑ Any requests for waivers related to the policies and directions provided in DO #21 must comply with DO #1 subsection on "Things to Know About NPS Policy."
- ❑ **Director's Order #20 on Agreements** provides additional guidance on other kinds of agreements that may be used to implement aspects of partnerships.
- ❑ **Director's Order #24 on Museum Collections Management** and the NPS Museum Handbook provide additional policy and guidance specific to museum collections.
- ❑ **Director's Order #25 on Land Acquisition** provides information on NPS policies regarding land acquisition and boundary adjustments whether through donations or other means.
- ❑ **Director's Order #32 on Cooperating Associations** provides additional policy and guidance specific to cooperating associations.
- ❑ **Director's Order #44 on Personal Property Management** provides additional policy and guidance on management of, and accountability for, donated personal property.

- ❑ **Director's Order #48A and #48B on Concessions** and Commercial Use Authorizations as well as the website of the Concessions Management Program contain the laws, regulations, and policy guidance on in-park commercial operations including sales.
- ❑ **Director's Order #53 on Special Park Uses** contains additional guidance on special events.
- ❑ **Director's Order #70 on Internet and Intranet Publishing** establishes NPS policy on the development of NPS websites
- ❑ ***Standards of Ethical Conduct for Employees of the Executive Branch*** (5 CFR 2635.808).
http://www.usoge.gov/pages/laws_regs_fedreg_stats/oge_regs/5cfr2635.html
- ❑ ***Partnership Legal Primer*** provides a basic introduction to federal law and ethical considerations affecting partnerships. It can be found on the Department of the Interior's Partnership web page:
http://www.doi.gov/partnerships/partnership_legal_framework.html
- ❑ **Department of the Interior Departmental Manual: *Donation Guidelines*** (374 DM 6)
http://elips.doi.gov/app_dm/act_getfiles.cfm?relnum=3692
- ❑ ***"Ethics Issues in Partnerships"*** can be found at:
<http://www.doi.gov/partnerships/ethics.html>
- ❑ ***DO #21*** is available at:
<http://www.nps.gov/policy/DOrders/DO21-reissue.html>
- ❑ ***The Reference Guide To Director's Order #21 - Donations and Fundraising*** can be found at:
<http://www.nps.gov/policy/DOrders/DO21-ReferenceGuide.html>

Appendix C – Donor Bill of Rights

Philanthropy is based on voluntary action for the common good. It is a tradition of giving and sharing that is primary to the quality of life. To ensure that philanthropy merits the respect and trust of the general public, and that donors and prospective donors can have full confidence in the nonprofit organizations and causes they are asked to support, we declare that all donors have these rights:

- I. To be informed of the organization's mission, of the way the organization intends to use donated resources, and of its capacity to use donations effectively for their intended purposes.
- II. To be informed of the identity of those serving on the organization's governing board, and to expect the board to exercise prudent judgment in its stewardship responsibilities.
- III. To have access to the organization's most recent financial statements.
- IV. To be assured their gifts will be used for the purposes for which they were given.
- V. To receive appropriate acknowledgement and recognition.
- VI. To be assured that information about their donation is handled with respect and with confidentiality to the extent provided by law.
- VII. To expect that all relationships with individuals representing organizations of interest to the donor will be professional in nature.
- VIII. To be informed whether those seeking donations are volunteers, employees of the organization or hired solicitors.
- IX. To have the opportunity for their names to be deleted from mailing lists that an organization may intend to share.
- X. To feel free to ask questions when making a donation and to receive prompt, truthful and forthright answers.

Appendix D – Kudos to...

The development of the class was the collaborative effort of the following individuals:

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