

Managing Donations, Fundraising Authorizations and Agreements

A globe of the Earth is the central focus, held gently by several hands of diverse skin tones. The hands are positioned around the globe, with fingers spread, suggesting a collective effort or support. The background is a clear blue sky with a few wispy white clouds. The overall image conveys a sense of global unity and shared responsibility.

Who is Authorized

At the National Park Service to	Director	Regional Director	Superintendent
Accept Donations			
\$1 million or more	√		
Up to \$1 million		√	√ park by park
Authorize Fundraising			
\$5 million or more	√		
\$1 million to \$5 million	√	√	
\$100,000 to \$1 million		√	
Less than \$100,000		√	√
Less than \$25,000 (no written agreement required)			√

Donations to Partners

- **Most donations are made to our partners**
- **Fundraising agreements detail what review partners will take before passing a donation to NPS, BLM and USFWS**
- **USDA FS differs from DOI on authorizations**



3 NPS Agreements Tier From DOI



Basic Fundraising Agreement

Used where NPS is to receive support from a unaffiliated partner to fundraise and donate cash, goods, or services for a specific, limited project.

- Non-recurring campaign
- One time partner
- Up to \$100,000
- Fill in the blanks form



Comprehensive Fundraising Agreement

Authorizes a unaffiliated partner to undertake a fundraising campaign for specific projects like:

- Rehabilitating a trail system
- Endowing a park's education program
- Raising money for a new visitor center



Donations Acceptance Agreement

Memorializes conditions placed by a donor and agreed to by the NPS.

- May be in the form of a letter with counter signature for smaller-scale donations
- Possible to use donor's required form (should be reviewed by SOL)
- Longer agreement if larger-scale project.
- Not for donations of land or museum objects

Friends Group Agreements



Friends Group or Partnership Agreement

Formalizes a relationship between the NPS and a partner/friends group.
Signed by Superintendent
Establishes an Annual Work Plan which includes authorization to conduct project specific fundraising activities (\$1M threshold per project)
Encourages unrestricted fundraising like:

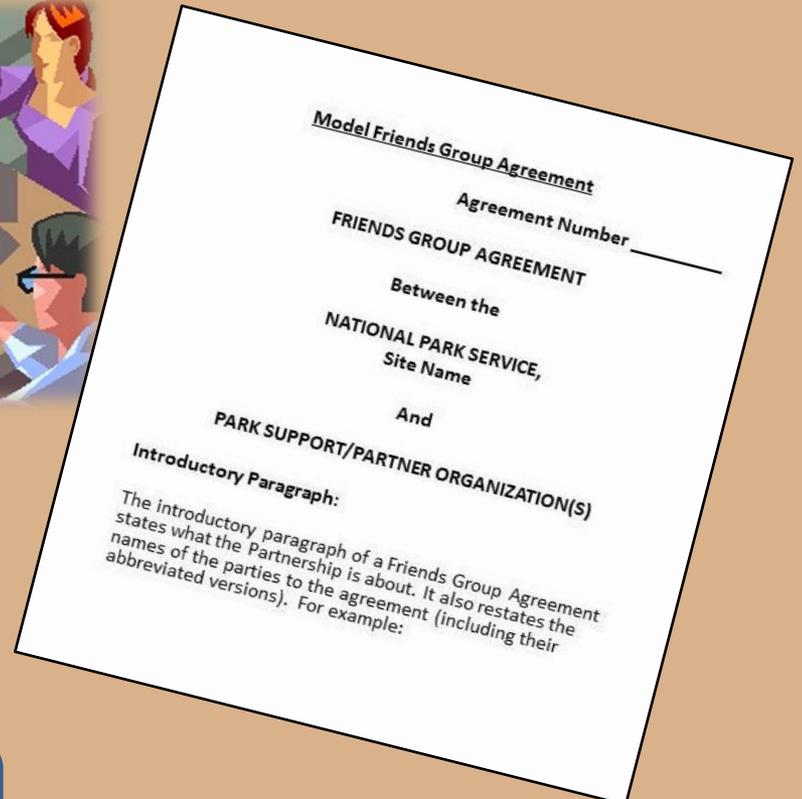
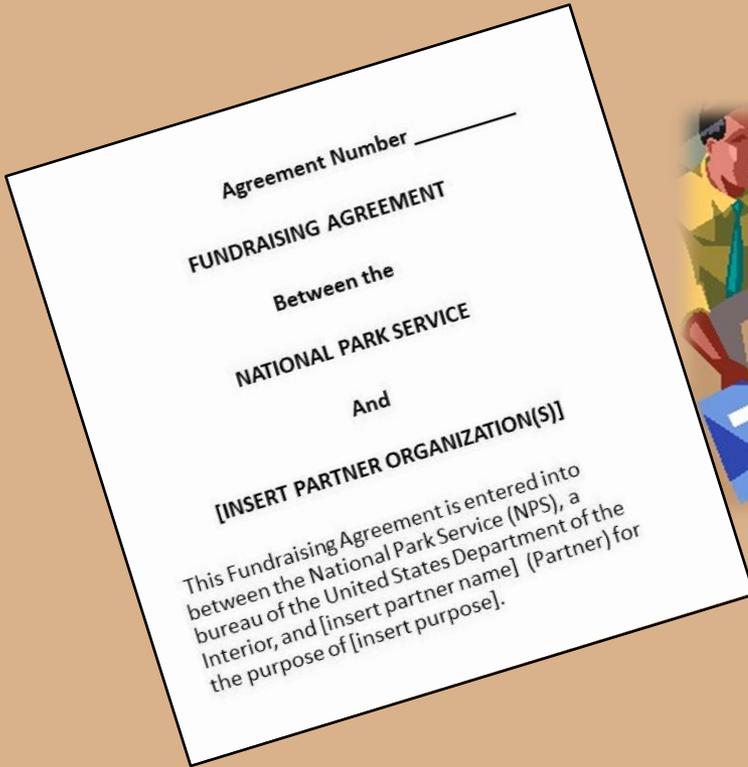
- Annual or membership campaigns
- Planned giving
- Special events
- Donation boxes or e-philanthropy

Friends Group Fundraising Agreement

Used to authorize a Friends Group to solicit money and/or in-kind goods or services for the benefit of specifically identified NPS projects or programs.
This agreement is used only when:

- there is already an executed Friends Group Agreement (dated post March, 2010),
- and when the amount to be raised is \$1 million or greater.

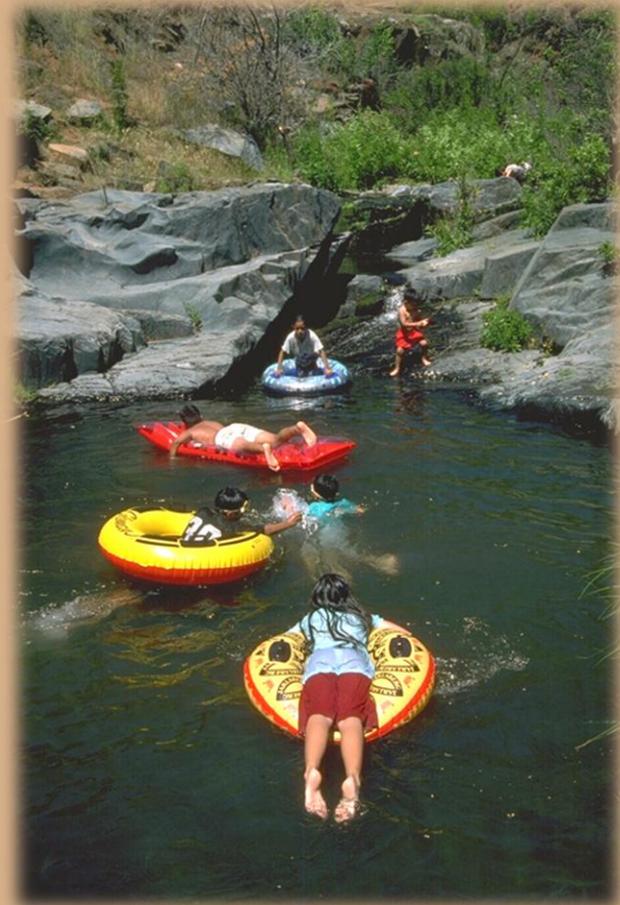
Make Use of Templates as Tools



Templates available online at partnership websites and posted with course materials.

Other Agreements or Acceptance

- ❑ **Corporate Agreement:
Cause Related Marketing**
- ❑ **Partnership Construction
Agreement**
- ❑ **Museum Objects: Curation
Form**
- ❑ **Real Estate: Reality or
Lands Office**



***Who* Should Be on
Your Internal Project
Management Team to
Address Donations
and Fundraising?**



- ✓ **Partnership
Coordinator/Specialists**
- ✓ **Public Affairs Officer**
- ✓ **Signing authority for
agreements or
donations**
- ✓ **Ethics Officer**
- ✓ **General Counsel or
Solicitor**
- ✓ **Budget Officer**
- ✓ **Supervisor**