

Authorization for NPS Checkout Counter Donation
Program for

and

This authorization allows for:

and

to implement the NPS Checkout Counter Donation Program. Throughout this authorization the NPS and operator and partner may be referred to jointly as “the parties.” The purpose of this authorization is to provide customers/guests the opportunity to donate in support of park programs or projects when completing a transaction at an in-park retail establishment.

Participation in the Checkout Counter Campaign Program does not have any influence on evaluation of in-park operator operations under this or any subsequent agreements or contracts. Note that this document along with a cooperating association agreement serve as the philanthropic agreement required for the purposes of a cooperating association participating in this program (DO#21, Section 4.5.3).

ARTICLE I – Description of Parties

Operator is:

ARTICLE II – Funds Management

In-park operator will be transferring net proceeds to:

Optional: List of authorized philanthropic partners to whom funds will be transferred.

ARTICLE III – Program Design

Description if needed:

Reminder: NPS employees may not ask for donations. Should the cooperating association rely upon NPS staff to operate the register a method of participation must be identified that does not involve the NPS employee soliciting the donation. See RM-21, Chapter 3.

In-Park Location(s) (attach sheets as needed):

Identify the party initiating this authorization:

Identify the party responsible for developing the collateral:

ARTICLE IV – Roles and Responsibilities

A. In-Park Operator

1. Ensure funds are collected, accounted for, and transferred properly. Parties agree on a schedule for disbursements as described here:

2. Post information about the program as described in Attachment A Program Collateral. (NPS must review and approve)
3. Provide staff training about the program as described here:

4. Follow customer wishes about participation.
5. Research and adopt industry best practices.
6. CONCESSIONER/CUA/LEASEHOLDER: proceeds from the program must be transferred to a philanthropic partner.

B Park

Park is the ultimate benefactor of the funds transferred or held as described in Article
The parties agree that the funds will be used for the following purposes (include
agreed upon administrative costs, add lines or attach additional sheets as needed):

1. Post information about the program as described in Attachment A Program Collateral.
2. Provide staff training about the program.
3. Deposit all funds received from operator or partner into a unique account created specifically to track checkout counter campaign donation receipts and expenditures.
4. Provide information to the public on use of the checkout counter donations. For example, recognition at the site of a project or an article for the park website.
5. Research and adopt industry best practices.

C Partner

Where a cooperating association is the operator, they are also responsible for these duties.

1. Providing information about the program in established communications channels.
2. Ensure funds are accounted for and expended properly, creating a restricted or unique donation account to hold the funds until they are transferred to the park or expended on behalf of the park.
3. Reporting annually on the program (as part of established annual partnership and cooperating association reporting) a summary of the deposits, withdrawals, and program accomplishments
4. Provide staff training about the program.

ARTICLE IV-SIGNATURES:

OPERATOR:

Signature:

Name:

Title:

Organization:

Date:

PARTNER (where applicable):

Signature:

Name:

Title:

Organization:

Date:

NATIONAL PARK SERVICE:

Signature:

Name:

Title:

Organization:

Date:

APPROVED BY:

Regional Director (for Cooperating Associations) or

WASO Office of Partnerships and Philanthropic Stewardship (for concessions/CUA/leaseholders)

Signature:

Name:

Title:

Date:

Attachment A: Program Collateral *Program collateral must be approved by NPS.*

- a) Tent cards
- b) Tray inserts
- c) Posters
- d) Website materials
- e) Newsletter
- f) Other

Guidance: The National Park Service name and arrowhead may not appear on the collateral in a way that would be part of asking for a donation. The following are the only approved uses:

- "This program is authorized by the National Park Service" may be included.
- Where the in-park operator is a concessioner, the authorized concessioner arrowhead mark may be used along with the above language to ensure the public understands the NPS has approved the program and participation by the concessioner.
- Both the approving language and the authorized concessioner mark must be smaller than and below the ask for a donation and the marks for the partners or operators. They should appear secondary to the other aspects of the collateral.