

Review Draft

4.5.3 Checkout Counter Donation Program

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The original Checkout Counter Donation Program (formerly the Guest Donation Program) authorized lodging concessioners to offer guests the opportunity to donate one dollar, or more, per day through the NPF to be distributed back to the national park they were visiting. Since it began, the program has expanded to include non-lodging activities. Donation checkout campaigns (also called point-of-sale) at a **lodge, gift shop, or bookstore register** give visitors a convenient way to support park programs or projects.

Concessioners and cooperating associations may offer checkout opportunities for visitors to make donations to support park projects or programs. For cooperating associations, the program must be identified in a philanthropic agreement with the park, and all collected funds must be dispersed to the park or its authorized philanthropic partner and accounted for in the organization's financial reports to the NPS. Concessioners wishing to participate in the program must enter into an agreement with the Office of Partnerships and Philanthropy. The agreement is established through the Washington Office to ensure the superintendent's impartiality when re-negotiating a concessions contract. As with cooperating associations, collected funds must be dispersed to the park or its authorized philanthropic partner, and be accounted for in the organization's financial reports to the NPS.

The NPF may accept donations from this program upon request, but collected funds will no longer be required to pass through the NPF. The current policy that requires the funds to pass through the NPF, however, will remain in place until the original guidance from the Secretary of the Interior is amended.

Similar programs that occur outside of a park would be considered cause marketing and would be negotiated under a philanthropic support agreement, as described in section 6.3.

RM-21 provides instructions for implementing this program.

What is a checkout counter campaign?

Checkout counter campaigns (or point of sale donation programs) are a type of cause marketing where the sales clerk at a retail¹ facility provides the consumer with an opportunity to add to their

¹ Or hotel or gift shop or restaurant, etc.

bill to benefit a charitable cause. These programs operate as a pinup/icon ‘purchase², coin collection, round up, or donation request (via ask or pinpad).

These campaigns succeed or fail based on how informed, inspired, and engaged employees are³ as well as the ability of the retailer to set up the infrastructure to process the donations.

How does NPS participate in checkout counter campaigns

Participation: NPS involvement in checkout counter campaigns takes one of two forms:

1. Out of Park Retailer
 - a. Direct relationship with an out-of-park retailer.⁴
 - b. Indirect relationship with an out-of-park retailer⁵ through the NPF or other authorized philanthropic partner.
2. In-park operator:
 - a. Direct relationship with in-park operator⁶.
 - b. Indirect relationship with in-park operator⁷ through an authorized philanthropic partner

What tools would be used to authorize a campaign?

Tools: The tools available are:

1. Cause Marketing Sub-Agreement: Used in conjunction with either a Philanthropic Partnership Agreement or a Philanthropic Support Agreement, in either a direct or indirect relationship with an out-of-park retailer:
2. Checkout Counter Program Authorization: Used where the relationship is with an in-park operator. Signature level is as follows:
 - a. Leaseholder (including any sub-leaseholder), concessioner, or commercial use authorization holder: The authorization is signed by the Office of Partnerships and Philanthropy, see Director’s Order #21 Section 4.5.3.

² Paper cut-out or similar material is affixed to a wall to indicate how many participated.

³ <http://engageforgood.com/how-ace-hardware-gamestop-and-old-navy-activate-employee-ambassadors-for-good-2/>

⁴ Or hotel or gift shop or restaurant, etc.

⁵ Or hotel or gift shop or restaurant, etc.

⁶ Lodge, gift shop, or bookstore.

⁷ Lodge, gift shop, or bookstore.

1 b. Cooperating Association: The authorization is signed at the same level as the
2 Standard Cooperating Association Agreement.
3 The authorization spells out collection and handling of funds, dispersal of funds and
4 reporting.

5
6
7 This section contains the **guidance for in-park activities only**.

9 **What is the scope of the program?**

10 This program authorizes a willing National Park leaseholder (including any sub-leaseholder),
11 concessioner, commercial use authorization holder, or cooperating association (in-park operator)
12 to give their guests or visitors the opportunity to make a donation per room, meal, or other
13 transaction to support the national park they are visiting. The program may be initiated by the in-
14 park operator or the recipient (park or authorized philanthropic partner). One hundred percent of
15 the proceeds must be used for the purposes described in the messaging associated with the
16 program.

17
18 Leaseholder Participant: This is a voluntary action by the leaseholder or sub-leaseholder,
19 and not a donation by, or on behalf of, the leaseholder or sub-leaseholder.

20
21 Concession Participant: This is a voluntary action by the concession, and not a donation
22 by, or on behalf of, the concessioner. It is not a rate addition, and is not part of the rate
23 that is approved for the service; the donations received from these collections are not
24 revenue subject to franchise fees.

25
26 CUA Participant: This is a voluntary action by the CUA holder and not a donation by or
27 on behalf of the CUA holder. The donations received from these collections are not
28 revenue subject to CUA fee.

29
30 Cooperating Association: This is a voluntary action by the cooperating association as part
31 of its support of the parks.

What are expectations for management of funds and reporting?

The funds donated by visitors must be deposited to a separate account by the in-park operator until transferred to the recipient's account. Funds must be transferred at least quarterly, or more frequently if agreed to by the participants.

How is the program initiated?

The program can be initiated by an in-park operator or the benefitting organization.

Park superintendents will need to work with their community of partners and in-park operators to balance the needs of park visitors with the desire to provide opportunities for visitors to donate.

The use of the funds must be agreed upon by the park, in-park operator, and Partner prior to setting up the program. That use should be described in any program collateral or messaging associated with the program. Funds collected by cooperating associations must be used for interpretation, education, or research. Transparency about use and impact is critical to the success of this program. Where the in-park operator is a nonprofit organization, be aware of UBIT rules, and discuss with your accountant or tax attorney.

Participation may be opt out or opt in, as determined by the in-park operator in consultation with the Superintendent, as long as it is clear to the visitor.

When the program is initiated by the in-park operator follow this process:

1. Review the Roles and Responsibilities section and *Checkout Counter Authorization for In-Park Operation* to become familiar with participant responsibilities.
2. Contact the park superintendent expressing interest in participating in the program.
3. Operator and park superintendent should review the Roles and Responsibilities section and *Checkout Counter Authorization for In-Park Operation* together and decide upon the program design, disbursement schedule and discuss program collateral and messaging.
4. Complete authorization and submit for appropriate signature.

When the program is initiated by the philanthropic partner⁸, follow this process:

⁸ NOTE: The philanthropic partner must be authorized and have a local non-profit support group that must have a current signed agreement with the park in order to receive any funds from this program.

1. Review the Roles and Responsibilities section and *Checkout Counter Authorization for In-Park Operation* to become familiar with recipient responsibilities.
2. Contact park superintendent expressing interest in participating in the program.
3. Once the park superintendent has expressed support of the proposal, contact in-park operator expressing interest in the program.
4. Philanthropic Partner, in-park operator, and park superintendent should review the Roles and Responsibilities and *Checkout Counter Authorization for In-Park Operation* together.
5. If the in-park operator is interested, the park superintendent, philanthropic partner, and in-park operator should decide upon the program design, disbursement schedule, program collateral, and messaging.
6. Complete authorization and submit for appropriate signature.

When the program is initiated by the park, follow this process:

1. In the case of the park inquiring about participation of a park authorized philanthropic partner(s), an exploratory conversation is recommended during the development of the annual work plan.
2. Review the Roles and Responsibilities section and *Checkout Counter Authorization for In-Park Operation* to become familiar with recipient responsibilities.
3. Contact in-park operator expressing interest in the program.
4. Operator and park superintendent should review the Roles and Responsibilities section *Checkout Counter Authorization for In-Park Operation* together.
5. If the in-park operator is interested, the park superintendent and operator should decide upon the program design, disbursement schedule and discuss program collateral and messaging.
6. Complete authorization and submit for appropriate signature.

What are the roles and responsibilities of the participants?

A decision to participate or not participate in the program will not influence the NPS' evaluation of that facility operator, occupant, leaseholder or sub-leaseholder under its contract, cooperating association agreement, or lease with the NPS.

Misuse of the contributed funds by an operator may result in its termination from this program by the NPS Director and such other actions as may be appropriate.

Park superintendents will need to work with their community of partners and in-park operators to balance the needs of park visitors with the desire to provide opportunities for visitors to donate. By keeping a log of visitor comments, the park will have information available to make

adjustments to the program as needed. Another option is to set quarterly meetings with the community to see how the program is working.

1. Role of the in-park operator: The in-park operator is responsible for staff training, ensuring funds are accounted for and disbursed properly, displaying signage, and respecting customers' wishes about participation.

Participating facility operators choosing to participate in this program must:

- Prepare a *Checkout Counter Authorization for In-Park Operation* and submit it to the Washington Office of Partnerships and Philanthropy with copies to the appropriate Superintendent(s);
- Ensure funds are collected, accounted for, and disbursed properly.
 - Best practice: The donation should be separated from the transaction at the point of sale. For example registers should be equipped to separate the donation from the rest of the transaction.
- Transfer 100% of the funds received to the designated recipient at least quarterly;
- Agree to post the required notices for visitors
- Agree to provide the Washington Office of Partnerships and Philanthropy and Park Superintendent with an annual audit of funds received and deposited to the designated account.
- Advise every visitor or representative of the guests staying in each room of the program, its benefits, and how to participate.
 - Participation may be opt out or opt in, as determined by the in-park operator in consultation with the Superintendent, as long as it is clear to the visitor.
 - If the program is opt out, the visitor must be reminded at each of the following contact points:
 - At check-in or upon reaching the checkout counter (or equivalent),
 - Upon being rung up/at check-out
 - Through written materials in the guest room or equivalent (as applicable),
- Research and utilize current industry best practices⁹.

⁹ There are many organizations that have identified best practices for Checkout Counter Donation Programs. The following list is provided as a convenience, NPS does not endorse the goods and/or services of others: [Engage for Good: Point of Sale Fundraising](#) (formerly the Cause Marketing Forum), [Cornell University School of Hotel Administration: The Warm Glow of Restaurant Checkout Charity](#), [Catalist: Revelations at the Register Report](#)

1 The fund recipient is typically responsible for developing program collateral. An
2 alternate method may be negotiated during the establishment of the program.

- 3
- 4 3. **Role of the recipient:** The recipient is responsible for staff training, ensuring funds are
5 accounted for and expended properly, and providing information about the program --
6 particularly how the funds are used -- in their communication channels.
7

8 The fund recipient is typically responsible for developing program collateral and
9 messaging materials. An alternate method may be negotiated during the establishment of
10 the program.

11

12 a. Park as recipient

13 **Role of Park Superintendent.** The Superintendent:

- 14 ● Will submit the *Checkout Counter Authorization for In-Park*
15 *Operation* for approval by the appropriate office:
16 ○ Concession, Leaseholder, and Operator: Organizations
17 wishing to participate in the program must enter into an
18 agreement with the Office of Partnerships and
19 Philanthropy. The agreement is established through the
20 Washington Office to ensure the superintendent's
21 impartiality when re-negotiating these agreements and
22 contracts.
23 ○ Cooperating Association Operator: The authorization is
24 signed at the same level as the Standard Cooperating
25 Association Agreement.
- 26 ● Will create a restricted account to hold the funds;
27 ● Will review and approve and post all program collateral and
28 messaging required by this policy;
29 ● Will establish a log or record of comments related to the program
30 (see above);
31 ● Will respond to all visitor complaints or concerns raised about the
32 program and modify appropriately;
33 ● Will manage the quantity/volume of program activation across the
34 park in order to preserve the visitor experience;
35 ● Will provide information to the public on use of the funds -- this
36 can take the form of recognition at the site of a project or an article
37 for the park website and/or newspaper;
38 ● Will ensure that a concessioner or leaseholder (including any sub-
39 leaseholder) who chooses to participate in the program does so in

1 accordance with this policy as well as all other pertinent laws,
2 regulations, and policies;

- 3 ● Will advise the Regional Director and Office of Partnerships and
4 Philanthropy if a concessioner or leaseholder (including any sub-
5 leaseholder) who chooses to participate in the program fails to
6 operate the program in compliance with this policy as well as all
7 other pertinent laws, regulations, or policies;
- 8 ● Provide reports (with a narrative and photographs) on use of funds
9 back to in-park operator.
- 10 ● Will submit an annual report to the Office of Partnerships and
11 Philanthropy through your Regional Office, summarizing the
12 deposits, withdrawals, and program accomplishments. This can be
13 similar to the reporting required to the in-park operator (see
14 2(b)(a)).
- 15 ● Will not delegate any management of this program to the park's
16 concession office.
- 17 ●

18 b. Philanthropic Partner as recipient

19 i. Philanthropic Partner:

- 20 ● Will create a restricted account to hold the funds;
- 21 ● Will establish a log or record of comments related to the
22 program;
- 23 ● Will respond to all visitor complaints or concerns raised
24 about the program and modify appropriately;
- 25 ● Will work with the park to manage the quantity/volume of
26 program activation across the park in order to preserve the
27 visitor experience;
- 28 ● Will provide information to the public on use of the funds -
29 - this can take the form of recognition at a project site or an
30 article for the partner's website or other media.
- 31 ● Will submit an annual report to the Office of Partnerships
32 and Philanthropy summarizing the deposits, withdrawals,
33 and program accomplishments. This can be similar to the
34 reporting required to the in-park operator.

35 ii. The Superintendent:

- 36 ○ Will submit the *Checkout Counter Authorization for In-*
37 *Park Operation* for approval by the appropriate office:
 - 38 ■ Concession, and Leaseholder Operators wishing to
39 participate in the program must enter into an
40 agreement with the Office of Partnerships and
41 Philanthropy. The agreement is established through
42 the Washington Office to ensure the

1 superintendent's impartiality when re-negotiating a
2 concessions contract.

- 3 ○ Will review and approve and post all collateral required by
4 this policy;
- 5 ○ Will establish a log of comments related to the program;
- 6 ○ Will respond to all visitor complaints or concerns raised
7 about the program and modify appropriately;
- 8 ○ Will provide information to the public on use of the funds -
9 - this can take the form of recognition at the site of a
10 project or an article for the park website and/or newspaper;
- 11 ○ Provide reports (with a narrative and photographs) on use
12 of funds back to in-park operator.
- 13 ○ Will submit an annual report to the Office of Partnerships
14 and Philanthropy summarizing the deposits, withdrawals,
15 and program accomplishments. This can be similar to the
16 reporting required to the in-park operator.
- 17
- 18

**In-Park Operator
Checkout Counter Campaign Authorization**

This agreement provides authorization for _____ to provide customers/guests the opportunity to donate in support of park programs or projects.

There is no donor recognition associated with this (unless there is a pin up/icon program).

In-park operator operates in the park as a:

☐ Concession (check applicable operations):

☐ Lodging

☐ Restaurant

☐ Retail

☐ Other

Describe: _____

☐ Leaseholder¹⁰ (check applicable operations)

☐ Lodging

☐ Restaurant

☐ Retail

☐ Other

Describe: _____

¹⁰ While leases do not always offer commercial visitor services, we want to ensure that leaseholders are provided with the opportunity to participate in this program and to inform people utilizing the services offered by a lessee that they are in a National Park owned or managed facility.

- 1 ☐ Cooperating association
- 2 ☐ Commercial use authorization holder
- 3 ☐ Cooperative Agreement Holder

4 **In-park operator will be passing the funds through to:**

5 ☐ NPS-Park (Park) _____

- 6 • Signed by Program Manager at Office of Partnerships and Philanthropic Stewardship.

7 ☐ Park Authorized Philanthropic Partner (Partner) _____

- 8 • Note: A park may have multiple authorized philanthropic partners and want to have any
9 proceeds allocated to all the groups. Should this be of interest, substitute the following
10 information for the previous checkbox:

11 ☐ Allocate funds evenly among the following Park Authorized Philanthropic Partners

12 (Partners): _____, _____, _____,
13 _____, _____.

- 14 • Note that this form allows a CA to be an authorized philanthropic partner for the
15 purposes of participating in this program (Director's Order #21 on *Donations and*
16 *Philanthropic Partnerships*, Section 4.5.3)

- 17 • Signed by Partner and Program Manager at Office of Partnerships and Philanthropic
18 Stewardship

19 NOTE: Participation in the Checkout Counter Campaign Program does not have any influence
20 on evaluation of in-park operator operations under this or any subsequent agreements or
21 contracts.

22 **Program will be designed as follows:**

- 23 • Participation

24 Opt-in ☐

25 Opt-out ☐

- 26 • Type

27 Round-up ☐

28 Pinup/Icon ☐

29 Request ☐

4 Hybrid ☐

6 _____

7 _____

15

¹¹ Reminder: NPS employees may not ask for donations. Should the IPO (Cooperating Association) rely on NPS staff to operate the register an additional method of participation must be identified.

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
4. Follow customer's wishes about participation
5. Research and adopt industry best practices
6. CONCESSION/LEASEHOLDER: 100% of funds collected must be sent to the Park or Partner.

B. Park

1. Park is the direct recipient of the funds:

Yes (see B7) ☐

No (see B8) ☐

2. Post information about the program as described in Attachment A Program Collateral

3. Provide staff training about the program

4. Deposit any funds received from in-park operator or nonprofit partner (where appropriate) in a donation account created specifically to track checkout counter campaign donations.

5. Provide information to public on use of checkout counter campaign donations. This can take the form of recognition at the site of a project or an article for the park website and/or newspaper.

6. Research and adopt industry best practices

7. If response to B1 is Yes

Provide reports (with a narrative and photographs) on use of funds back to IPO.

Check if applicable ☐

If response to B1 is No

Partner and Park agree for what purposes funds are to be collected and expended.

Provide reports (with a narrative and photographs) on use of funds back to **in-park operator** and Partner.

Check if applicable ☐

Partner is the direct recipient of the funds:

☐ Yes

☐ No (If no, skip Section C)

C. Partner

1. Partner and Park agree for what purposes funds are to be collected and expended.

2. Deposit funds in a restricted account or in another account as appropriate.

3. Report the amount of funds received, expended, and used to NPS.

4. Indicate the portion of funds to be used to administer the program:

5. Research and adopt industry best practices

Signatures

Program Operator

Title Date

Superintendent

Name Date

Philanthropic Partner (if appropriate)

Title Date

1 _____

2

3 Approved by¹²:

4 _____

5 Title Date

¹² Regional Director (Cooperating Associations) or WASO Office of Partnerships and Philanthropic Stewardship

Attachment A
Program Collateral

Program collateral can include:

- Tent cards on tables or check in/register
- Tray inserts
- Posters
- Website material
- In-park operator
- NPS-Park
- Partner
- Newsletter

Special Requirements:

- If the program is implemented as an opt out at lodging:
Guest must be notified at
 - Check in
 - Room
 - Check out