Authorization for

NPS Checkout Counter Donation Program at [Park Name]

For In-park Operators

This authorization allows the following entities to participate in the NPS Checkout Counter Donation Program:

* In-park operator: [Enter Name of Concession, Commercial Use Authorization Holder, Leasee , or Cooperating Association.]
* Recipient: [Enter Name of Authorized Philanthropic Partner, Cooperating Association]
  + If the Cooperating Association or Philanthropic Partner will retain funds, include the following: “[PartnerName]” will retain the funds as described in Section II. Recipient Organization and Fund Management.]).”(delete bullet if not applicable)

**Sections**

1. **Identification of In-park Operator**
2. **Recipient Organization and Fund Management**
3. **Program Design**
   1. **Opt-In**
   2. **Opt-Out (lodging only)**
4. **Roles and Responsibilities**
   1. [**In-park Operator**](bookmark://_In-park_Operator)
   2. [**Recipient**](bookmark://_Recipient)
   3. [**Park**](bookmark://_Park)
5. **Contact Information**
6. **Termination**
7. **Signatures**

# 1. Identification of In-park Operator

The in-park operator [enter name] is operating under a:

Concession Contract

Commercial Use Authorization

Lease

Standard Cooperating Association Agreement

# 2. Recipient Organization and Fund Management

## Commercial Visitor Service Provider as In-park Operator (delete if not applicable)

The commercial visitor service provider is holding the program revenue or funds in a special or general ledger account to be transferred to [enter organization name], operating under a:

Philanthropic Partnership Agreement (Philanthropic Partnership, Support, or Limited Philanthropic Partnership Agreement)

Standard Cooperating Association Agreement

The NPS requires in-park operators to ensure funds collected under this program are accounted for and disbursed properly by creating a special account within their general ledger or chart of accounts (hereafter “Special Account”). Recordkeeping will allow for simple retrieval of program revenue.

Funds will be transferred according to the following schedule (choose one):

Annually, on:

Semi-Annually, on:

Quarterly, on:

Monthly, on:

Other:

*Recipient:* The NPS requires recipients to ensure funds collected under this program are accounted for and disbursed properly by creating a special account within their general ledger or chart of accounts (hereafter “Special Account”).

The recipient of the funds will hold them in a Special Account. Recordkeeping will allow for simple retrieval of program revenue and expenditures.

Recipient should provide instructions for transferring funds directly from the in-park operator in a separate document.

General use of the funds is described below. The park will identify specific projects and programs on the annual work plan associated with the philanthropic partnership agreement or the annual aid-to-park plan associated with the standard cooperating association agreement.

## Cooperating Association as In-park Operator (delete if not applicable)

The cooperating association is holding the program revenue or funds in a special or general ledger account to be:

Expended in support of the park’s educational, scientific, historical, and interpretive activities (in accordance with the annual aid-to-NPS plan)

In-kind support – cooperating association spends funds as described in the annual aid-to-NPS plan

Cash or monetary support – funds are transferred to the NPS to be spent by the park as described in the annual aid-to-NPS plan

Expended under the terms of a philanthropic partnership agreement in accordance with the annual work plan

In-kind support – funds are spent by Cooperating Association as described in the annual work plan

Cash or monetary support – funds are transferred to the NPS to be spent by the park as described in the annual work plan

Transferred to [enter organization name], operating under a: Philanthropic Partnership Agreement (Philanthropic Partnership, Support, or Limited Philanthropic Partnership Agreement)

The NPS requires in-park operators to ensure funds collected under this program are accounted for and disbursed properly by creating a special account within their general ledger or chart of accounts (hereafter “Special Account”). Recordkeeping will allow for simple retrieval of program revenue.

Any transfer of funds will be made according to the following schedule:

Annually, on:

Semi-Annually, on:

Quarterly, on:

Monthly, on:

Other:

*Recipient:* The NPS requires funds collected under this program are accounted for and disbursed properly by creating a special account within their general ledger or chart of accounts (hereafter “Special Account”).

The recipient of the funds will hold them in a Special Account. Recordkeeping will allow for simple retrieval of program revenue and expenditures.

Recipient should provide instructions for transferring funds directly to the in-park operator in a separate document.

Instructions for transferring funds should be provided directly to the in-park operator in a separate document.

General use of the funds is described below. The park will identify specific projects and programs on the annual work plan associated with the philanthropic partnership agreement or the annual aid-to-park plan associated with the standard cooperating association agreement.

# 3. Program Design

A.Opt-In

Verbal or Electronic Request: A clerk or a message on an electronic checkout device asks the customer if they would like to make a donation. NOTE: NPS employees staffing registers in cooperating association stores are **not** to ask customers if they are interested in making a donation.

Round-up at the register: The customer is asked if they would like to round up their total to the nearest dollar. NOTE: NPS employees who staff registers in cooperating association stores must **not** ask customers if want to make a donation.

On-line: The point-of-sale is at a virtual checkout counter, and the customer has the opportunity to donate when they complete their transaction.

Other: Describe:

NOTE: Cooperating associations authorized to operate the program may have information about the program displayed at the checkout counter to alert the customer to the opportunity. NPS staff working the register may **not** ask a customer if they would like to participate in the program and donate. However, if a customer initiates the ask to participate in the program and add a donation to their purchase, the NPS staff may ring it up through the register/point-of-sale system.

B.Opt-Out (Hotel or Lodge only)

Participating properties include a lodge and the program design will be opt-out. Customers must be given adequate notice about the option of declining to make a donation. A best practice is to inform visitors at check-in, through a tent card or other notification in their room, and again at check-out. Notification practices must be included in Attachment C.

# 4. Roles and Responsibilities

## A. In-park Operator

* 1. Follow any Federal, State, or local laws, rules, and regulations relating to this activity;
  2. Follow customer wishes about participation
  3. Train staff or partner with the recipient to train staff. Describe training in Attachment B. Staff Training

Staff training will be provided by in-park operator

Recipient will train staff

In-park operator and recipient will jointly train staff

* 1. Ensure funds are collected, accounted for, and transferred properly. Schedule for disbursements can be found in section II.A.
  2. List the donation separately in the transaction and receipt at the point-of-sale. Registers or other point-of-sale tools or equipment must be equipped to separate the donation from the rest of the transaction and to log the donation as a separate item within the transaction;
  3. In-park operators that are commercial visitor service providers must transfer 100% of the **gross** proceeds to the designated recipient at least annually;
  4. In-park operators that are cooperating associations must transfer 100% of the **net** proceeds to the designated recipient at least annually, unless the superintendent and association have agreed the association will hold the proceeds for upcoming or ongoing projects or programs;
  5. Develop and produce signage and program marketing collateral (in collaboration with the NPS and where applicable, the authorized philanthropic partner). Post information about the program, as identified in Attachment A. Program Collateral, upon review and approval by the NPS;
  6. Provide the park superintendent or program manager and recipient with an annual accounting of funds received and deposited to the Special Account;
  7. Research and adopt industry best practices; and
  8. Advise the park of any issues with the program.

## B. Recipient

* 1. Train staff;
  2. Ensure funds are accounted for and expended properly, creating a Special Account to hold the funds until they are transferred to the park or expended on the park’s behalf;
  3. Provide information about the program in its communication channels;
  4. Provide annual reports on the program (as part of established annual partnership and cooperating association reporting), with a summary of deposits, withdrawals, and program accomplishments; and
  5. Advise the park of any issues with the program.

## C. Park

1. Manage the quantity and volume of park-wide program activation to preserve the visitor experience. The superintendent must consider the total number of in-park operators and associated facilities participating in the program to prevent overwhelming visitors with donation opportunities;
2. Provide information to the public about use of the funds. Options include a notice at a project site or an article for the park website or newspaper;
3. Provide the in-park operator with information about the use of the funds at least once a year. This must be shared with the regional partnership office and WASO Office of Partnerships and Philanthropic Stewardship;
4. Review, approve, and post (or authorize posting of) all program collateral and messaging required by this policy;
5. Advise the regional director and WASO Office of Partnerships and Philanthropy if a participating in-park operator fails to comply with this policy, as well as all other pertinent laws, regulations, or policies;
6. Ensure participating in-park operators comply with this policy. Include review of program implementation in the standard operational review of participants;
7. Respond to issues identified by in-park operator or recipients;
8. Respond, as appropriate, to all visitor complaints or concerns about the program and work collaboratively with the in-park operators to resolve reasonable concerns and complaints;
9. Ensure park staff are aware of and able to answer basic questions about the program; and
10. Ensure NPS employees who staff cooperating association registers **do** **not** ask customers if they want to make a donation.

# 5. Contact Information

## A. In-park Operator

Organization Name:

Address:

Contact Name, E-mail, and Phone Number:

## B. Recipient

Check and leave section blank if same as In-park Operator

Organization Name:

Address:

Contact Name, E-mail, and Phone Number:

## C. Park

Park Name:

Address:

Contact Name, E-mail, and Phone Number:

# 6. Termination

A. The program can be suspended by any party pending resolution of issues it may have identified.

B. The program may be terminated by NPS or participants with ten business-days’ notice if issues triggering program suspension cannot be resolved.

C. Upon termination, all revenue and associated reporting must be transferred to recipient organization no later than one month after termination.

# 7. Signatures

## In-park Operator

Organization Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

By: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## Recipient

☐ Check and leave section blank if same as in-park operator

Organization Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

By: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## Park

Park Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

By: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# Attachment A: Program Collateral

*Program marketing materials (collateral) must be approved by the NPS.*

Tent cards

Tray inserts

Posters

Website materials

Newsletter

Other: (Describe)

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

1. “This program is authorized by the National Park Service” may be included.
2. 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 the concessioner’s participation.
3. 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.

# Attachment B. Staff Training

*Describe Staff Training Program*

# Attachment C. Lodge Opt-Out Notifications

**REPLACE WITH ACTUAL**

**EXAMPLE ONLY**

**At Check-in:**

*Oral*

“We are proud to participate in an easy way for guests to support the park through \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (Authorized Philanthropic Partner or Cooperating Association Name). Please read this information and make a decision about the opportunity to donate $\_\_\_ per day of your stay here at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (Name of park(s)).”

*Written* - provided with key and other check-in materials:

Dear Guest:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is proud to offer our guests an opportunity to support \_\_\_\_\_\_\_\_\_\_\_ (Name of park) through the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (Name of Cooperating Association or Authorized Philanthropic Partner).

Lodge Guests will have a $\_ per day, per room, voluntary donation added to their room bills. Through your generosity, projects like \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (Examples of projects funded/to be funded with donations) can be accomplished.

Your support of this program is appreciated, but if you prefer not to participate, simply notify us at any time during your stay and we will remove this donation from your room account.

(Provide phone extension, a check-off card that can be left in the room or at the front desk or some specific means of indicating that they do not want to participate).

Thank you for your support of (Authorized Philanthropic Partner or Cooperating Association name) and (National Park name)!

**In Room:**

Lodge Guest Welcome Letter:

Welcome to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. We want to make your stay with us as enjoyable as possible and stand ready to assist you at any time during your stay. We will be pleased to help you explore the vast array of opportunities available here to learn, recreate, and experience this special place--one of your National Parks.

As the lodging concessioner for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (Name of park(s)), we would like to acquaint you with a program in which we participate that enables our guests to directly support this park.

Working in collaboration with the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (Authorized Philanthropic Partner or Cooperating Association name), we offer our guests an easy way to contribute to the park through a voluntary $­\_ per day, per room, add-on to your room bill. If you would prefer not to participate, please (insert phone number or other specific action that they can take). We will gladly remove the donation from your bill. You can let us know when you check-in, at any time during your stay, or when you check-out.

All donations from this lodge are placed in a restricted account that can only be used to support activities and projects that benefit \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(Name of park(s)).

Your donation added to those of others will result in a significant impact on the park. [Include examples of project funded/to be funded through this program].

If you agree this is an easy way to make small gifts add up to something truly significant, then no action is required on your part. We will automatically add your individual donation, and it will be listed as a donation on your hotel bill. This donation is tax deductible.

If you would like to donate an additional sum, please let us know.

Thank you for supporting your National Parks!

**At Check-out:**

Front desk personnel will be instructed to present the bill to the guest for review. If the guest has participated in the $\_ per day, per room, voluntary donation program, personnel should say:

“We appreciate your donation to\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (Name of park(s)).”