

Cape Cod National Seashore Donor Recognition Plan October 2006

Cape Cod National Seashore recognizes private philanthropy as both a noble tradition of the national parks and as a vital element of the Service's success. Donations come to the park from individuals, organizations, foundations, corporations, businesses, and other entities, purely as expressions of support, in response to the donor's awareness of needs, to recognize a person or event connected to the park, or as a result of an organized fundraising campaign by others. These funds and in-kind contributions enhance the park's ability to carry out its programs and activities, and provide a stronger connection between the donor and the park.

The park appreciates the generosity of those who donate directly, and those who work through authorized non-profit organizations and other authorized individuals or entities to raise funds for the benefit of the resources and programs of the park. The Superintendent and staff recognize that a systematic, creative approach to donor recognition will ensure that all donors will feel recognized and appreciated.

The Director of the National Park Service (NPS) issues policies that serve as the framework for NPS employees' conduct in relation to donation activities and fundraising campaigns which benefit the NPS. These policies can be found in *Director's Order 21 (DO-21): Donations and Fundraising*. Donor Recognition Plans are required for all parks or programs that receive or are likely to receive donations.

Cape Cod National Seashore regularly receives offers of donations and desires to accept donations and appropriately recognize donors for their support of the park mission. This Donor Recognition Plan (plan) is consistent with DO-21.

As partnerships continue to flourish and grow, these guidelines may be used and adopted by our partner organizations. The park presently has fundraising agreements with Friends of Cape Cod National Seashore, Highlands Center, Inc., and Nauset Light Preservation Society. The guidelines balance the need to express appropriate and equitable acknowledgement of donors with the need to protect the values and purposes of the NPS. Specific fundraising campaigns will have their own donor recognition plans that will be in synch with this one to properly acknowledge their donors in separate fashion.

The park's financial needs are diverse, and the park is interested in donations in the categories of capital, operations, endowment, property (real and personal), and programming, as well as sponsorships of special events and programs.

This plan will be reviewed each year and updated if necessary by the Superintendent. The key contacts for each of the fundraising agreements, presently the Chief of Interpretation and Cultural Resources and the Planner/Highlands Center Project Manager, will be responsible for the necessary recordkeeping associated with the donations and partnerships. Direct donations by the park are also handled by the Chief of Interpretation and Cultural Resources.

I. Definitions

For the purposes of this plan, the term “donation” includes gifts and refers to something of value received from an outside source without consideration or an exchange of value. Funds or other items received as a result of a competitively awarded grant from a foundation are also covered by the term “donation.” Grants that are governmental in nature are not included in the scope of this plan. A “sponsor” is a donor who provides a substantial portion of the funding or in-kind goods or services for an event or program.

II. Donation Acceptance

The support received through donations is very important to the successful accomplishment of the park mission. As a steward of the public trust, the park ensures that donations are made in a legally and ethically appropriate manner. When accepting a potential donation, the park will weigh all circumstances surrounding it. Acceptance of a donation will 1) maintain the integrity of NPS and the Department of the Interior’s (DOI) programs and operations; 2) maintain the impartiality, as well as the appearance of impartiality, of NPS and DOI, and of NPS and DOI employees; and 3) maintain public confidence in the NPS, DOI, and their programs and employees.

The park recognizes that it has no authority to directly regulate the fundraising or donation activities of its partners. Nevertheless, where fundraising is conducted in the name of, or for the benefit of the park, it is imperative that the integrity of the NPS and park mission and its donors be maintained.

Cape Cod National Seashore will refer to the specific guidance regarding ‘relevant factors to consider before accepting a donation’ outlined in DO-21 (Section 6.0 – 6.1.4). The park reserves the right to decline any gift for any reason.

II. Vetting/Approvals

Cape Cod National Seashore will follow the requirements described in DO-21 related to vetting potential donors and approving and/or obtaining approval for donations.

III. Donor Recognition

A) Thank You Letters

All donations accepted by the NPS will be acknowledged in writing by the Superintendent, except where anonymity is requested. The Superintendent’s acknowledgement will identify the type of donation; the amount, or in the case of in kind goods or services, a description; reiterate any conditions of the donation, and thank the donor. Donations made to partner organizations under the auspices of a park-approved fundraising campaign shall be acknowledged by the partner, but may also be acknowledged by the Superintendent on a case-by-case basis.

B) Additional Types of Recognition

In addition to thank you letters, the park may choose to recognize a donor through press releases, media photo opportunities, mementos, certificates, invitations to special events with appropriate recognition at the event, subject to donor approval.

C) Acknowledgement in Cape Cod National Seashore Facilities

Cape Cod National Seashore believes it is fitting and appropriate to provide donor recognition in park facilities. Examples could include a donor wall or donor book at a visitor center, or an easel-mounted display listing donors' names in an historic structure. These forms of recognition serve as both a tangible and visible record of philanthropic support for the park as well as an expression of park appreciation for such support. Donor recognition should not detract from the visitor experience in the facility, and should not be affixed to historic building fabric. Participation in public events at such facilities may also be appropriate and rewarding.

Three types of donations will be recognized: Operating, Endowments and Capital. Gifts "in memory of" will be included in these three types of donations as appropriate and will state "the following donation has been made in memory of...." Donor-approved recognition may include the donor name, the year, and when appropriate, the type of project donation. Anonymity will be respected and only those donors wishing to be recognized will be acknowledged with a nameplate on the donor recognition wall or in a donor book.

In any given year, monetary contributions or other contributions which can be expressed as having direct monetary value will be recognized in the Salt Pond Visitor Center or other appropriate park facility as follows:

1. Operating Program Contributions

<u>Amount of Donation</u>	<u>Duration of Recognition</u>
	<i><u>Individual/Corporation/Business/Foundation</u></i>
\$1,000 - \$49,999	5 years
\$50,000 - \$249,999	10 years
\$250,000 +	20 years or the life cycle of the building

2. Endowments

<u>Amount of Donation</u>	<u>Duration of Recognition</u>
	<i><u>Individual/Corporation/Business/Foundation</u></i>
\$1,000 - \$49,999	5 years
\$50,000 - \$249,999	10 years
\$250,000 +	20 years or the life cycle of the building

3. Capital Contributions by project

<u>Amount of Donation</u>	<u>Duration of Recognition</u>
	<i><u>Individual/Corporation/Business/Foundation</u></i>
\$1,000 - \$49,999	5 years
\$50,000 - \$249,999	10 years
\$250,000 +	20 years or the life cycle of the building

4. Benches/Trees/Plantings

At the discretion of the Superintendent and consistent with park needs, donations of benches, trees, or other plantings may be accepted. Cape Cod National Seashore will determine the most appropriate location for the item. The Superintendent will acknowledge the donation in writing and possibly in a donor book, but there will be no recognition for the item on-site. Bricks and interior furnishings may also be donated, however they may also not be personalized. People donating benches, trees, and plantings in memory of an individual may have a small family gathering at the site to memorialize the individual.

Special Recognition

Individual donors whose cumulative contributions over five years to the park exceed \$100,000 will receive 20 years' recognition in the visitor center (or for the life cycle of the facility, which ever is longer).

Corporations, businesses, or foundations whose cumulative contributions to Cape Cod National Seashore exceed \$1,000,000 will also receive 20 years' recognition (or for the life cycle of the facility, which ever is longer).

5. Other

Other types of recognition may be added to the donor recognition wall or book as the need arises (e.g. lifetime gifts, planned gifts, bequests. etc.)

D) Site-Specific Donor Recognition for Capital Projects

In addition to being recognized in the visitor center or other appropriate park facility, it is possible that some donors may be recognized in other ways at the site of the capital project.

Longer-term recognition: Recognition of capital contributions for preservation, rehabilitation, or construction of park buildings/structures or sites may be provided by donor recognition plaques, on-site donor boards, or other forms of recognition, when circumstances warrant, as determined by the park Superintendent. Generally, it will be desirable to focus donor recognition for capital projects at the visitor center. When on-site recognition is a key factor in successful project accomplishment, however, recognition of donors may be appropriate at both the project location and the visitor center. The duration and kind of on-site donor recognition (e.g. displaying a recognition plaque stating that the work done on the building was "made possible through a generous donation from XYZ") will be considered on a case-by-case basis.

Short-term recognition: During project fundraising, construction, and for a limited time following project completion, temporary, on-site signs may be used by the park to recognize donors involved in specific capital improvement/rehabilitation projects. This may include temporary construction signs identifying contributors to the project. Cape Cod National Seashore will be responsible for creating the temporary sign, which will be tastefully designed, describe the project, acknowledge donors, and not intrude on the visitor experience. Donor name script and business logos may be included as part of the

recognition provided it amounts to a short, discrete, unobtrusive donor credit line at the end of the information on the sign. The level of donation required for temporary, on-site recognition will be determined on a case-by-case basis, depending on the total cost and duration of the project.

E) Credit Lines, Logos, and Name Script

Note: Marketing slogans and tag lines may not appear under any circumstances.

- **Printed/electronic/AV material/Exhibits:** Recognition for contributions and donated items may be allowed as appropriate on printed or electronic material and audio/video/film products and certain exhibits. Exhibits could include kiosk or wayside exhibits, but names shall not be included on the casing. Donor name script or logo may be included as part of the recognition provided it amounts to a short, discrete, unobtrusive donor credit line at the end of the material. For example, the credit line on a park brochure may state: “This brochure was made possible through the contribution of _____”.
- **Computerized/electronic displays:** In the case of computerized information, kiosks, or other electronic displays to be placed in visitor service areas, the donor name script and logo may be placed within the electronic screen and on associated printed information, but may not be on the kiosk casing itself.
- **Vehicles:** Recognition is not permitted on vehicles that are donated to the park.

F) Special Events in Cape Cod National Seashore

The primary guidance for holding special events (or “special park uses”) is found in Director’s Order 53 on Special Park Uses. Director’s Order 21 applies to donor or partner recognition at such events.

Special events fall into two categories; non-NPS events allowed under special park use permit, and events wholly or partially sponsored by the NPS. In either case, the Superintendent may not allow recognition that suggests commercialization of the park. The Superintendent may, however, recognize business sponsors by limited use of logos and name script on temporary event facilities, signs and literature at such special events provided that the size, scale, scope and location of business logos and name script does not dominate the event facility or area. Events may not be “named” for sponsoring business entities, as in “XYZ Corporation Heritage Festival.” Event sponsors also typically receive prominent mention in printed materials and event advertisements.

1) NPS Sponsored and Co-sponsored Events

For officially-sponsored NPS events, the name of the event must predominate. At these events, the NPS may provide appropriate recognition provided that business names are not used in any way that would imply or suggest NPS endorsement of a product or company, or be construed as commercial solicitation or advertising. The purpose of such recognition is to acknowledge the sponsor. To ensure against the appearance of endorsement, pre-event written agreements shall spell out the

responsibilities of the parties and any conditions on the offering or acceptance of the gift and should include provisions specifying the amount, type, and size of sponsor recognition signs. These provisions may be included in a special park use permit, an exchange of letters or other written documentation.

On-site notices (e.g. banners) must be appropriate to the character and scale of the event. Such notices may be displayed for a period of time in advance of the event to encourage public attendance. Sponsors may be permitted to establish a temporary hospitality area for sponsored special events.

Distribution of free product or sample products is permitted at events co-sponsored by NPS and only if the item directly relates to the purpose of the event (e.g. plastic bags for a clean-up day) or is consumable at the event. The items may be imprinted with the name of the event and recognize sponsors by name (using name script if desired), logo and website address.

2) Non-NPS Events

If a non-NPS event is permitted, guidance on this topic is found in Director's Order 53 on Special Park Uses. Notices on temporary displays directly associated with the event containing sponsor's names, logos, or name script may be placed in close proximity to the event in both time and location.

Distribution of free products or sample products is not permitted at non-NPS events unless approved by the Superintendent.

IV. Recognition of Donations to Park Partners

Donations to partners will, when mutually agreed by the partner and the park, be recognized on a donor wall, book, or easel-mounted display. Since most donors consider a donation to these partners as a benefit for the NPS, it is appropriate that the partner and the NPS express appreciation consistently with DO #21 and this plan. Type and duration of recognition will follow guidelines above, or be provided for review and approval by the Superintendent.

VI. Prohibited Recognition

A) Naming of Public Facilities

The naming of features or park facilities will not be used to recognize monetary contributions or other donations to the park or the NPS. (See 36 CFR §2.62 (Memorialization) and *NPS Management Policies* 9.6.)

B) Special Considerations

Donors will not receive special consideration regarding any law, regulation, or policy affecting public use of the park. This includes application for Special Use Permits, and the prohibitions and limitations on in-park advertising.

C) Endorsement

Acceptance of private support by the park is not and should not be interpreted as an endorsement of that donor, or any product or programs associated with that donor.

Federal employees are prohibited from using or permitting the use of their position, title, or authority to endorse any service, product, or enterprise. This prohibition does not prevent the park from acknowledging the assistance provided by a donor and how that assistance has benefited the park. Employees may not appear in any corporate advertising or public relations materials without the approval of the superintendent.

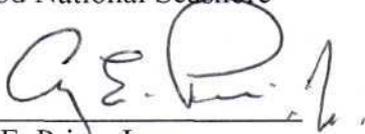
D) Natural, cultural, and recreational resources (trees, buildings, trails, roads, etc.)
Natural, cultural, and recreational resources of any kind will not be named for or in honor of an individual, organization, or business as a result of a financial contribution.

VII. Corporate Support of National Parks

Corporate support is part of the long tradition of philanthropy and shared stewardship of the National Park System as well as individual parks. Cape Cod National Seashore welcomes and encourages corporate America's continued support of the park mission. The park will follow the requirements pertaining to acceptance and recognition of corporate donations as in Section 7 of DO-21.

VIII. Signatures

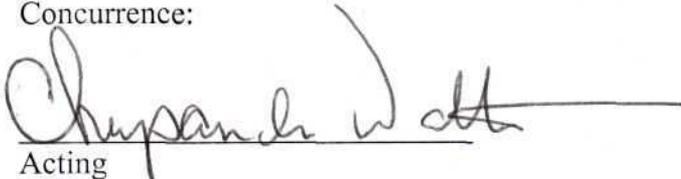
Cape Cod National Seashore



George E. Price, Jr.
Superintendent

10/25/06
Date

Concurrence:



Acting
Northeast Regional Director, National Park Service

10/27/06
Date