



REPLY TO
ATTENTION OF

DEPARTMENT OF THE ARMY
U.S. ARMY CORPS OF ENGINEERS
441 G STREET NW
WASHINGTON, D.C. 20314-1000

FEB 13 2009

CECW-CO

MEMORANDUM FOR COMMANDERS, MAJOR SUBORDINATE COMMANDS AND
DISTRICT COMMANDS, CHIEFS, OPERATIONS DIVISIONS

SUBJECT: Contributions, Fundraising and Recognition Reference Guide

1. I am pleased to announce the availability of the U.S. Army Corps of Engineers Contributions, Fundraising and Recognition Reference Guide (CFRG). The purpose of this guide is to provide consistent information to managers about accepting contributions and working with organizations who seek to raise money to benefit the Corps Natural Resources Management (NRM) Program. The Guide sets forth:

- a. Roles and responsibilities of Corps employees;
- b. Criteria for determining when contributions may be accepted;
- c. Permissible activities associated with fundraising;
- d. Appropriate forms of donor recognition.

2. This guide has been developed in cooperation with the Office of the Chief Counsel. I encourage managers to sit down with their Office of Counsel to review this document together in our continuing effort to provide consistent implementation of our partnering programs. The guide is available at <http://corpslakes.usace.army.mil/partners/policy.html>, part of the NRM Gateway website.

3. Please see this information is given the widest distribution. My point of contact for this activity is Ms. Debra Stokes at (202) 761-1944.

FOR THE COMMANDER:

MERDITH W. B. TEMPLE
Major General, USA
Deputy Commanding General
for Civil and Emergency Operations



**US Army Corps
of Engineers**

Contributions, Fundraising and Recognition

Reference Guide

October 2008

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CONTRIBUTIONS, FUNDRAISING AND RECOGNITION REFERENCE GUIDE

1. PURPOSE

The purpose of this Contributions, Fundraising and Recognition Reference Guide is to provide information to managers about accepting contributions and working with organizations who seek to raise money to benefit the U.S. Army Corps of Engineers Natural Resources Management (NRM) Program. The Guide sets forth:

- Roles and responsibilities of Corps employees;
- Criteria for determining when contributions may be accepted;
- Permissible activities associated with fundraising;
- Appropriate forms of donor recognition.

2. AUTHORITIES

2.1 Authority to Accept Contributions. 33 USC § 2325 and 2328 authorizes the Corps to accept contributions “in connection with carrying out a water resources project for environmental protection and restoration or a water resources project for recreation.”¹ Additionally, 33 USC 569c authorizes the acceptance of services of volunteers.² The term “contribution” includes anything of value (funds, materials, supplies or in-kind goods or services) 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 considered a “contribution.”

The Corps may accept contributions from individuals, organizations, foundations, corporations and businesses. Contributions may be accepted only for programs and activities contained in approved annual or five-year operation management plans (OMP).

Contributions from a project sponsor (i.e., the party with whom the water resource project has been jointly created, a party to a project cooperation agreement (PCA) or project partnership agreement) may not be accepted.³ Real estate cannot be accepted.⁴ For information on whether a particular donation should be accepted or for further information on authorities and constraints see Section 5.1, below, or ER 1130-2-500, Chapter 11.

Contributions from an entity which holds or is seeking a concessions contract or which would identify the Corps with alcohol or tobacco products shall be declined.

2.2 No Solicitation of Contributions. Corps employees may not solicit or take any action that gives the appearance that they are soliciting contributions in support of Corps programs or activities. The term “solicit” means any request made to a non-federal entity, group or individual for contributions to be made directly or indirectly to the Corps. There are, however, appropriate activities that Corps employees may undertake in relation to authorized fundraising by partners.

2.3 No Lobbying. Employees shall not engage in lobbying activities.⁵

¹ ER 1130-2-500, Chap. 11

² ER 1130-2-500, Chap. 10

³ ER 1130-2-500, Chap. 11-2(d)

⁴ ER 1130-2-500, Chap. 11-2(c)

⁵ 18 USC 1913

3. POLICIES AND CONSIDERATIONS

3.1 Contributions Plan. Each location that collects contributions shall have a contributions plan that describes the work to be accomplished with any potential contributions. The plan shall be reviewed and updated as necessary as work items are completed and new ones added. This document will become part of the OMP.⁶

Commanders may choose to designate a district contributions plan coordinator. The coordinator helps to assess needs and identify work that can be accomplished with contributions, handles inquiries regarding the program, and keeps the district and project staff current on ideas and procedures for using contributions.⁷

3.2 Ethical Considerations. Corps employees are subject to ethics regulations which prohibit federal employees from giving preferential treatment to any entity or individual. Employees may not use their official title, position or authority of their public office to endorse any product, service or enterprise.⁸

Additionally, employees may not engage in outside activities that conflict with the performance of their official duties.⁹ This does not mean that federal employees, in their personal capacity, cannot be members or leaders of outside organizations. But, employees may not take any official action on matter affecting an organization in which they are an officer or director.

Corps employees may not, in their official capacity, serve on the board, either as a voting member or as non-voting member, including as an ex-officio member, or as an officer or trustee of a cooperating association, friends group or other Corps partner organization.¹⁰ However, Corps employees may be appointed as points of contact or liaisons to non-federal partner organizations as part of their official duties when appropriately appointed.¹¹ Employees may not be appointed as liaisons to organizations in which they are officers or directors.

Employees should consult with their ethics counselor to ensure compliance with ethics requirements.

3.3 Accountability for Contributions. Monetary contributions will be accounted for in accordance with memo dated 21 May 2008, Subject: Collection of Civil Works Appropriation Reimbursements, Enclosure 2 - USACE Accounting Policy and Procedures for Civil Works Collections, paragraph 2. The individual project's administrative officer, district NRM Office or Resource Management Office can provide additional guidance.

All non-monetary contributions must be recorded, accounted for and managed in the same way as other Corps property.¹² Prior coordination with Logistics Management should occur before contributed personal property is accepted.¹³ For record-keeping purposes, the value of the

⁶ ER 1130-2-500, Chap 11-2(h)

⁷ EP 1130-2-500 11-3(e)

⁸ 5 CFR § 2635.702(c)

⁹ 5 CFR § 2635.802

¹⁰ JER § 3-202

¹¹ JER § 3-201(a)

¹² EP 1130-2-500, Chap 11-2(b)(5)

¹³ EP 1130-2-500, Chap 11-3(c)

donated materials and equipment should be determined using the local market value of comparable items.¹⁴

3.4 Anti-Deficiency Act. Entering into an agreement that obligates the Corps to expend funds in advance of the funds being donated may violate the Anti-Deficiency Act. In other words, the Corps cannot spend money it does not have.

3.5 Governmental Functions. The Corps cannot delegate authority to perform inherently government functions to partners through partnership agreements. These are functions so integral to the exercise of government authority that only government employees may perform them.

3.6 Annual Reporting Requirements. Each project office that receives contributions must submit an annual report of the total amount of contributions via the Operations and Maintenance Business Information Link (OMBIL). Division or district offices may require more frequent reports of greater details.

Each project office that receives contributions in the form of volunteer services must maintain and annually report a record regarding the number of volunteers utilized, the number of volunteer hours donated, the value of those hours to the government, and the incidental costs to the government of this volunteer service via OMBIL.¹⁵

The district NRM office can provide additional details and guidance on the content, format, timing and requirements for these reports.

4. ROLES AND RESPONSIBILITIES

4.1 Corps Employees:

- a. Identify projects, programs or objectives that are appropriate for private sector support and describe Corps needs and how contributions could be used to potential donors and the public;
- b. Provide information regarding their ability to accept contributions in support of Corps programs;
- c. Develop lists of programs or activities that the Corps could undertake with donated support and, if requested, discuss these programs with others (e.g., attend events and accompany a partner on visits to prospective donors);
- d. Work with organizations and local businesses in sponsoring events subject to any requirements associated with the approval of sponsorship of events¹⁶;
- e. Consider the costs and any other operational implications that would result from a donation for a work item or a particular use before accepting the donation;
- f. Serve as a point of contact to cooperating associations, friends groups or other partner organizations who may raise funds for the benefit of the Corps;

¹⁴ EP 1130-2-500, Chap 11-3(g)

¹⁵ ER 1130-2-500, Chap 10-2(o)

¹⁶ See JER § 3-206. Employees should consult with their district ethics counselor before initiating any action to involve the Corps in co-sponsoring an event. Co-sponsorship agreements that meet the requirements of JER § 3-206 and fiscal, ethical and procurement rules and regulations must be approved by the USACE Chief Counsel in HQ.

4.2 Corps of Engineers (as an agency):

- a. Recognize donors consistent with Section 7;
- b. Review and approve all informational materials relating to the partnership with the Corps prior to their distribution;
- c. Ensure accountability for all contributions received by the Corps;
- d. Apply for competitively awarded grants from foundations and for grants or similar assistance from non-federal governmental entities, and federal government entities where allowed in that particular program's authorization.
- e. Allow the non-intrusive display and distribution of materials in Corps facilities to educate visitors about an authorized fundraising partnership or activity.

4.3 Partners:

- a. Ensure fundraising for the Corps benefit is conducted in accordance with Section 6;
- b. Communicate Corps-identified needs to potential donors and the public;
- c. Send all fundraising and other informational materials referring to the Corps and/or the approved fundraising project to the Corps for advance review and approval;
- d. Work with the Corps to develop and implement an appropriate donor recognition program consistent with Section 7.

5. CONTRIBUTIONS

This section provides guidance relating to contributions offered directly to the Corps. Section 6 provides guidance for partner review of contributions they receive for Corps NRM projects.

Managers must consider all relevant factors when determining whether to accept a donation, including the value and purposes of the donation, and the nature and interests of the donor. Contributions which are within current authorities, consistent with the Corps mission, and are for work items contained in an approved annual or five-year operation management plan may be accepted.¹⁷ Only contributions for projects and programs that will not cause a significant net increase in O&M costs shall be considered for approval.¹⁸ Examples of relevant factors to be considered are identified in Section 5.1 below.

5.1 Maintaining Public Confidence in the Integrity of the Corps. Before accepting, utilizing or recognizing direct contributions, a manager must consider the following factors:

- a. Maintain the integrity of the Corps programs and operations:
 - i. The donation is not, or does not appear (by its size or circumstances) to be an attempt to influence any significant Corps decision or action that would affect the donor's interests, or obtain special treatment in dealing with the Corps.
 - ii. The donation and any conditions or restrictions on it are consistent with, law, regulation, Corps policy, authorized project purposes or applicable project plans.
 - iii. The donation will not be used by the donor to state or imply Corps endorsement of the donor or the donor's product, service or enterprise.

¹⁷ ER 1130-2-500, Chap 11-2(b)

¹⁸ Id.

- b. Maintains public confidence in the Corps and its programs and employees.
 - i. Acceptance would not likely result in public controversy (e.g., whether an Internet search reveals the donor has a public history of violations, criminal or civil in nature).
 - ii. The donation comes only with conditions that are consistent with Corps program and policy goals.
 - iii. The donation consists of only goods or services needed by the Corps.
 - iv. The donor has no known involvement in litigation or other current disputes with the Corps.

5.2 Reviewing Direct Contributions. These minimum requirements shall be met as part of the review process to assure that contributions to the Corps are properly evaluated:

- a. For any donation valued at \$2,500 or more, the manager must perform a thorough Internet search to determine whether publicly available information exists that raises concerns about the propriety of acceptance.
- b. For contributions valued at \$100,000 or more, the manager shall also refer the proposed donation to the district NRM Office for coordination with Office of Counsel. The following information is collected as part of the review process:
 - i. Whether the donor is involved in litigation or other disputes with the Corps;
 - ii. Whether the donor is currently engaged in or seeking a business relationship with the Corps;
 - iii. Whether the donor has been debarred or suspended from contracting with the federal government;
 - iv. Whether the donor has a recent public history of violations, whether criminal or civil in nature, as disclosed by an Internet search, for which acceptance of the donation could lead to public controversy;
 - v. Whether the donor is regulated by or is seeking a permit from the Corps.

5.3 Approval. The following potential contributions must be reviewed by the local Office of Counsel and submitted through the MSC to the HQ NRM CoP Office for coordination before subsequent referral to the Director of Civil Works for approval:

- a. Single contributions or a series of planned contributions, i.e. a pledge paid in installments by the same donor, valued at \$1 million or more;
- b. Contributions that raise significant concerns based on the criteria identified Section 5.1.

5.4 Acceptance of Contributions from Donors Involved in Litigation. The Corps generally will not accept a contribution from a donor involved in litigation with the Corps. There may be circumstances, however, where the subject of the litigation is sufficiently removed from the proposed donation so as not to create any appearance of impropriety. These circumstances, for example, may exist when a donor proposes a donation to the Corps that is clearly unrelated to the litigation with another Corps office or element or in an amount that does not suggest it is intended to influence the handling of the litigation. The district Office of Counsel must approve all contributions offered by a donor involved in litigation.

5.5 Use of Contributions. Contributions may not be used for permanent employee salaries. Contributions may be made to fund salaries of term or temporary Corps employees.

Contributions will not be used to begin construction, or a phase of construction or other projects or programs, unless there are sufficient appropriated and donated funds in hand to ensure completion of the work to a degree that has independent utility. Donated funds may, however, be used to advance project design work.

Research projects, books, mapping, exhibits, films and all other projects funded with contributions must receive the same reviews and approvals as do projects that use only appropriated funds.

5.6 Contribution Boxes. A contribution or donation box may be set up at field offices, visitor centers and other appropriate locations. The installation of a contributions box is optional and at the manager's discretion. The contribution box should be locked and have a sign stating the use of the contributions. It should be clear to the visitor that any money collected is a voluntary contribution and is not required for touring the visitor center, receiving brochures or pamphlets or any other services.¹⁹

Funds received from Corps donation boxes must be accounted for in the same manner as any other donation, see Section 3.3 for additional information.

The Corps may allow the placement of an authorized fundraising partner's donation box within the Corps project facility through a written agreement. Such donation boxes may recognize the role of a Corps partner in maintaining the box under its agreement with the Corps.

5.7 Displays and Fundraising Activity Information. The Corps may allow the non-intrusive display or distribution of materials on its projects to educate visitors about an authorized fundraising partnership or activity. The material must identify the Corps fundraising partner and inform visitors how they may receive additional information. Materials may include donation envelopes, architectural drawings, models, graphics, newsletters or other similar information.

The Corps may authorize links from Corps websites to partner websites that provide opportunities to make electronic contributions provided that such linkages conform to Corps information technology management and security policies, including those pertaining to websites, and are authorized by the written agreement between the Corps and partner.

6. FUNDRAISING BY OUTSIDE ENTITIES

The implementation of many partnership projects depends upon monetary support and fundraising for obtaining the necessary funds. Non-federal organizations support partnership projects by providing in-kind services, contributions and participating in fundraising campaigns. It is important to understand that negotiating and documenting a partnership arrangement, where the Corps and a partner are coming together and contributing resources towards a mutually beneficial outcome, is not considered fundraising. Corps employees can negotiate with partners in the context of a partnership agreement and partners can then fundraise to generate their contribution to the partnership.

¹⁹ EP 11309-2-500, Chap 11-3(j)

6.1 Review of Contributions. In many cases, donors contribute to a non-profit partner of the Corps with the partner subsequently making the donation to the Corps. Most non-profit partners also have their own professional standards under which contributions are screened. Donor review is required of partners engaged in fundraising for the benefit of the Corps to determine if the contributions are consistent with the purpose and mission of the Corps and are in the best interest of the agency. A donation with conditions on its use cannot be accepted if those conditions conflict with laws, rules, regulations or Corps policies.

6.2 Fundraising Costs. All costs associated with a fundraising effort, including required plans and studies, are the responsibility of the fundraising partner.

6.3 No Lobbying for Federal Funds. Partners shall not seek appropriations from Congress to support any ongoing or proposed partner activity or project, including federal appropriations for construction, renovation, property acquisition, leasing administration or operations.

7. DONOR RECOGNITION

Recognizing the support of donors is very important. The Corps is appreciative of contributions that aid in the accomplishment of its mission and will thank all donors in a manner consistent with the mission and goals of the Corps. Specific forms of donor recognition may include letters or certificates of appreciation, news releases, photo opportunities, ribbon cutting ceremonies, articles in the project news briefs or other appropriate means.²⁰ Recognition will avoid any suggestion of commercialization, advertising or endorsement of a product, service or organization.²¹ Personnel may recommend exceptional donors to HQUSACE for possible special recognition.²²

Recognition is a way to reinforce the “thank you” to the donor. The partner should be involved in developing a donor recognition plan to help identify, in advance, what recognition opportunities are available and not available.

At minimum, the Corps will acknowledge all direct contributions in writing through a letter of acceptance which will note the amount of the cash donation and serve as a record the donor may use to verify their charitable contribution.

Donors will often view a donation to a partner’s fundraising effort as a donation to the Corps itself. In these cases, it may also be appropriate that both the partner and the Corps express appreciation consistent with Corps policy.

Although recognition is important, the recognition must avoid any suggestion of commercialization, advertising or endorsement of a product, service or organization.²³ The recommendation or promotion of commercial enterprises, products and services are considered endorsements. Agencies and employees may not from refer to commercial enterprises or brand names of commercial products in interviews and in written, audio, and visual materials. However, acknowledging the contributions of an organization including a commercial enterprise is not considered endorsement when the business, products and services are not promoted or recommended.

²⁰ EP 1130-2-500, Chap 11-6(a)

²¹ Id.

²² Id.

²³ Id.

7.1. Donor Recognition Plan. A donor recognition plan sets out the basic philosophy to guide donor recognition activities. It provides a framework for donor recognition at a project, ensuring that recognition is commensurate with the level of the donation, while allowing a measure of flexibility to meet the needs of individual donors. The plan also helps fundraising partners understand the means and levels of recognition that the Corps can provide.

A donor recognition plan is required for all projects that receive or are likely to receive contributions. While these plans will vary in size (depending upon the size of the program) and from project to project, there are several fundamental guidelines that control all such plans.

Donor recognition plans should include, at a minimum, the following elements:

- a. A statement of the basic philosophy of donor recognition opportunities consistent with project mission, purposes and plans;
- b. Procedures for acknowledging/thanking donors;
- c. Hierarchy of donor levels and associated recognition;
- d. The range of allowable forms of in-project recognition, as well as the appropriate locations, consistent with this section;
- e. Criteria for donor boards or walls, if any, including the location, minimum thresholds for recognition and length of time the recognition is in place;

Donor recognition plans for projects that receive minimal contributions (less than \$5,000 annually) may simply be a memo stating that the project will send a thank you note in response to any donation over \$100.

Donor recognition plans are developed and approved at the project level with the concurrence of the operations project manager and Office of Counsel. Division or district chiefs of Operations may establish common recognition standards that apply to all projects within their division or district.

Partner donor recognition plans should complement the project plan with respect to the donor recognition provided by the Corps. Operations project managers should review and approve partner donor recognition plans to ensure consistence between the two. This will ensure that a fundraising partner will not inadvertently lead a prospective donor to expect a level of recognition that the Corps cannot, or will not, fulfill.

7.2 Corps Communication Mark (Logo).²⁴ Normally, the Corps does not permit its Communication Mark (the registered Castle and Signature logo) to be used on materials or in connection with events in which it does not participate. Such use might appear to imply endorsement of the organization, company or product. If a partner requests to use the Mark, approval by the Office of the Chief Counsel is necessary. Any such request should be in writing and forwarded through the NRM chain to the Office of the Chief Counsel. Advertising and marketing slogans and taglines may not appear in conjunction with a credit line or the Communication Mark.



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²⁴ EP 310-1-6, 1-1

7.3 Off-Site Recognition. Most donor recognition should occur outside Corps facilities, through letters or certificates of appreciation, news releases, articles in the project newsletters or other similar means. Examples of appropriate off-site recognition include:

- a. Thank You Letters or Certificates of Appreciation – (Examples 1 and 2) All donors should promptly receive a letter or certificate of appreciation (ENG Form 4883-R as in Appendix S of EP 1130-2-500 or a locally designed certificate). The thank you letter can be used as the Corps letter of acceptance of the contribution and to acknowledge or articulate any condition that might apply to, as well as to express appreciation for, the donation. It should acknowledge the contribution, the donor, date of acceptance and, if cash, the dollar amount. It should also fairly describe in-kind contributions. The letter should not attempt to value non-cash contributions.
- b. Publicity (unpaid media) – (Examples 3 and 4) News releases to newspapers, magazines, web, radio and television media, articles in Corps or project newsletters and articles in the donor's media (e.g., corporate employee newsletter, annual report) are a few of the ways the Corps may publicly recognize donors through unpaid media. This form of recognition should be coordinated with the district's Public Affairs Office.
- c. Events – Media events, press announcements, photo opportunities, ground breakings, ribbon cuttings, festivals, clean-up days and other activities or forums in which the donor is involved (e.g., annual meeting/convention of non-profit organizations) can be used to provide high-profile donor recognition. Some of these events may be held on-site in accordance with Corps policy. Corps projects may recognize partner or donor support on banners, posters, T-shirts, flyers and similar items. If the Corps is the primary host, it should be clear that it is a Corps event held in cooperation with "xyz" organization or company.
- d. Agency Websites - (Example 6) The Corps may recognize on its website, the partnership with an organization or to function as a donor recognition board.
- e. Non-monetary recognition - Plaques or other mementos may be offered to recognize outstanding individuals and express gratitude. Certificates should display the Corps Communication Mark or other appropriate inscription related to the recognition. Monetary or cash awards cannot be offered.
- f. Recognition ceremonies - Ceremonies provide excellent opportunities to communicate partnership accomplishments.

7.4 On-Site Recognition. In some cases a contribution may warrant on-site recognition. This form of donor recognition will likely occur in the project visitor center or other similar facility or developed area.

The Corps will avoid on-site recognition that might clutter, detract or interfere with scenic value of the environment or project facilities.²⁵ Limited use of small markers or plaques may be appropriate on some locations as a way to provide recognition of a donation, express gratitude and encourage others to contribute.²⁶ On-site recognition is typically provided in the form of a

²⁵ EP 1130-2-500, Chap 11-6(b)

²⁶ Id.

credit line or statement of appreciation by the Corps. Examples of appropriate on-site recognition include:

- a. Credit lines. (Example 7) Use credit lines to acknowledge contributions of partnered products and on-site recognition. A credit line is a short, discrete, unobtrusive statement expressing appreciation typically found at the end of the material or item or on a donor recognition plaque. Only short, discrete, tasteful donor credit lines, including name script or a logo, are appropriate on printed or electronic material, audio/video products, wayside exhibits, kiosks, interpretive signs or as recognition for a special event.

Recognition of donors can include names, name script and logos. Recognition may not include specific product names, slogans or advertisements.

- i. Brochure or other printed material: The credit line on a lake brochure may state: "This brochure was made possible through the contribution of <logo, name script, or name>."
 - ii. Electronic material (video/film/etc): The donor recognition may appear either at the beginning of the presentation or at the end. However, the use of digital on-screen graphics or "bugs" are not permissible forms of donor recognition. In the case of computerized information kiosks or other electronic displays to be placed in visitor service areas, the credit line containing the donor name script or logo may appear either at the beginning of the presentation or at the end.
- b. Recognition within interpretive programs. Where a donation is integrally related to the lake/project, to the existence of the lake/project, or to what is being interpreted, interpretive programs may identify the donor and how the donation was used.
- c. Temporary construction/restoration signs²⁷: (Example 8) A temporary sign may recognize donors' contributions to a restoration or construction project. The sign should be informational, of appropriate design and scale, and express clearly that the Corps is recognizing the donation. It should inform visitors about the nature of the project and the support of the donor. The sign may remain in place for the duration of the work and should be removed shortly after the work has been completed.
- d. Partner logos and the Corps Communication Mark. The logo of a donor(s) may appear in conjunction with a credit line. The Corps Communication Mark may also appear on jointly produced products or interpretive materials.

The Communication Mark has been registered with the US Patent and Trademark Office. The ® symbol is to be displayed with the Mark only when reproducing printed promotional material that is intended for public usage.

- e. On-site displays, name plaques and plates. (Example 9) When on-site displays are deemed appropriate, tasteful and unobtrusive plaques or other treatments may be used. The duration of this form of recognition may vary depending on the project, donation and location.

²⁷ EP 310-1-6a

- i. Plaques are not to be affixed to the “historic fabric” of structures nor should they, or any other donor recognition treatment, be placed in natural zones or cultural zones where they would intrude on the character of the area.
 - ii. Plaques acknowledging the contribution of a donor to the restoration or rehabilitation of a room or facility are allowed. As an example, a plaque may state: “The renovation of this room (or facility) was made possible through the generous donation of (fill in the name).”
- f. Donor boards/walls. (Example 10) Donor recognition boards, walls or plaques are permitted in visitor centers or other appropriate visitor facilities.
 - i. These boards or walls should utilize a format that allows recognition of donors by the placement of name plates or other markers that can be added and removed with relative ease.
 - ii. A project’s donor recognition plan should establish criteria for any donor boards or walls, including minimum thresholds for recognition and duration. The names of corporate or business donors will appear in the same fashion as all other names. Corporate name scripts and logos will not be used on donor boards and walls.
 - iii. Donor boards and walls, either electronic or traditional, should be integrated into the design of the facilities.
- g. Slogans and taglines. To maintain Corps policy that its facilities be free of commercialism, advertising and marketing, slogans and taglines may not appear under any circumstances. Donor recognition is not allowed on motor vehicles or on bricks, benches or other facility furnishings.
- h. Naming rights. The naming of rooms, features or lake facilities **will not** be used to recognize contributions of any kind to a lake/project or the Corps.

8. EVENTS HELD AT CORPS FACILITIES

Events fall into two categories: non-Corps events allowed under special use permit and events wholly or partially held by the Corps. In either case, they may recognize corporate participation by limited use of corporate logos and name script on temporary event facilities (signs, T-shirts, literature (Example 5)). These items may be used at all such special events provided the size, scale, scope and location of corporate logos and name script does not dominate the event facilities or area. This is to ensure there is not commercialization of the event or project.

8.1 Corps Held Events. For official Corps events, the Corps may provide appropriate recognition provided corporate names are not used in a way that would imply or suggest Corps endorsement of a product or company, or be construed as commercial solicitation or advertising. The purpose of such recognition is simply to acknowledge the participation of a partner. To ensure against the appearance of endorsement, any conditions on the offering or acceptance of a contribution should be included in an exchange of letters or other written documentation. They would include provisions specifying the amount, type and size of recognition signs.

On-site notices (e.g. banners) must be appropriate to the character and scale of the event. The project manager may display such notices for a period of time in advance of the event to encourage public attendance. Partners may be permitted to establish a temporary hospitality area for special events.

8.2 Non-Corps Events. Notices on temporary displays directly associated with the event containing the partner(s) names or logos or name script may be placed in close proximity to the event in both time and location.

8.3 Additional Requirements. Additional requirements may exist at specific Corps areas.

Examples of Partner Recognition

Example 1 - Letter of Appreciation



**DEPARTMENT OF THE ARMY
U.S. ARMY CORPS OF ENGINEERS
WHATAGREAT LAKE
ANYWHERE, USA**

Ivan B. Philanthropist
President
The Beneficial Foundation
1300 Irving Drive
Washington, DC 20007

Dear Mr. Philanthropist:

I want to thank you and your board of directors for the generous donation of \$22,000 awarded yesterday to the Friends of Whatagreat Lake for our K-12 Wildlife Education Program. We are extremely grateful for this support that will enable us to extend our program to more than 500 students throughout the greater Walden Bay area.

The Wildlife Education Program will help students apply math and science skills to the natural world around them, and will encourage community involvement in the conservation of natural resources. The program will extend the classroom to the Whatagreat Lake in a unique partnership that pairs teachers and students with wildlife biologists and trained volunteers.

On behalf of all of our staff and volunteers, thank you again for your confidence and financial assistance.

Sincerely,

Jonathan Doe
Operations Project Manager
Whatagreat Lake



US Army Corps
of Engineers

Certificate of Appreciation

Presented to

Friends of Whatagreat Lake

In appreciation and recognition of their top quality service and donation to Whatagreat Lake and the surrounding area. This is accomplished through its focus on education, historical interpretation and cultural awareness of the communities and its environs. This certificate recognizes the importance of their outstanding contributions to a partnership of interpretative and environmental education efforts.

Donald T. Smith

Donald T. Smith

Colonel, USA

District Commander

Example 3 - News Release



**US Army Corps
of Engineers**

News Release

**CONTACT:
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202-761-1807**

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**FOR IMMEDIATE RELEASE
Release No. PA-08-00**

Army Corps of Engineers Natural Resources Team has New Partner

WASHINGTON - Lt. Gen. Robert Van Antwerp, Chief of Engineers, and Peter Lewis, President of the Corps of Engineers Natural Resources Education Foundation (CNREF) Board of Directors, signed a Memorandum of Understanding marking the beginning of this landmark partnership during the Environmental and Natural Resources Conference in San Antonio on Oct. 30.

CNREF breaks new ground as the only national non-profit advocacy organization dedicated to stewardship of environmental, cultural, educational, and outdoor recreational resources associated with the Corps national Natural Resources Management mission. The foundation will bring potential partners together with the Corps to support approved but unfunded natural resources projects.

Once the foundation receives information from Corps projects, it will determine whether there are activities that meet its supporting criteria of emphasizing long-term community engagement with the Corps, volunteerism, education and interpretive services, and environmental stewardship. Activities the foundation decides to support must have the necessary environmental clearances, planning documentation, and partners already engaged or identified.

CNREF will also support the Corps through individual and corporate memberships open to everyone, including current Corps employees and Corps alumni. Through CNREF, Corps officials envision benefits to project sites that include improvements to hiking trails, development of interpretive brochures, campground rehabilitations, development of teacher education materials, habitat restoration, and protection of cultural sites.

For more information about CNREF, visit their Web site at www.Corpsfoundation.org.
For more information on U.S. Army Corps of Engineers lakes, please visit <http://www.corpslakes.us>.

Example 4 - News Article

Engineer Update - Microsoft Internet Explorer

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Address <http://www.hq.usace.army.mil/copsa/pubs/dec07/story12.htm> Go

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Natural Resources team gets new partner

By Cori Brown
Baltimore District

As any good manager will tell you, you need the right partners to get the job done. The U.S. Army Corps of Engineers' Natural Resources Management Community of Practice just added another ally that will significantly enhance their partnership capabilities. The ally is called the Corps of Engineers Natural Resources Education Foundation (CNREF).

Lt. Gen. Robert Van Antwerp, Chief of Engineers, and Peter Lewis, President of the Corps of Engineers Natural Resources Education Foundation (CNREF) Board of Directors, signed a Memorandum of Understanding marking the beginning of this landmark partnership during the Environmental and Natural Resources Conference in San Antonio on Oct. 30.

CNREF breaks new ground as the only national non-profit advocacy organization dedicated to stewardship of environmental, cultural, educational, and outdoor recreational resources associated with the Corps' national Natural Resources Management mission. The foundation will bring potential partners together with the Corps to support approved but unfunded natural resources projects. The foundation's specific goals include:

- Providing additional financial and volunteer support for Corps recreation and natural resources projects.
- Assisting local and regional Corps of Engineers support groups in raising funds for enhancement projects.

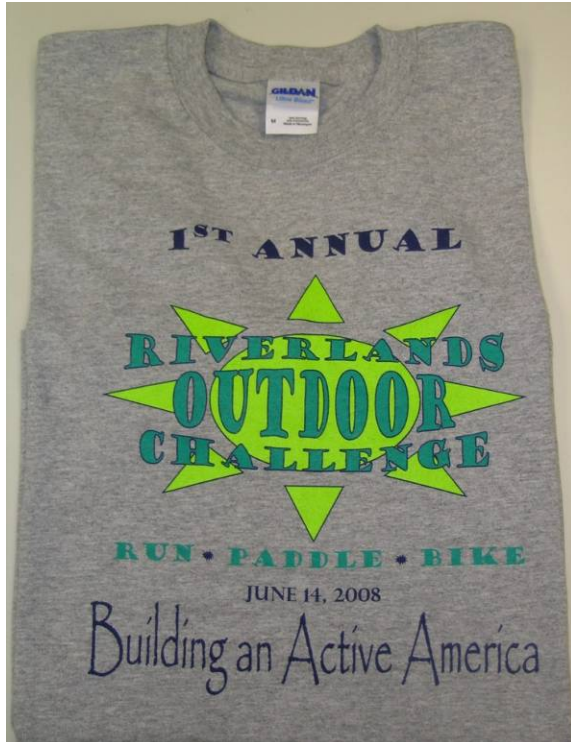


Lt. Gen. Robert Van Antwerp, Chief of Engineers, and Peter Lewis,

Example 5 - Event Recognition

1. T-Shirts

Front



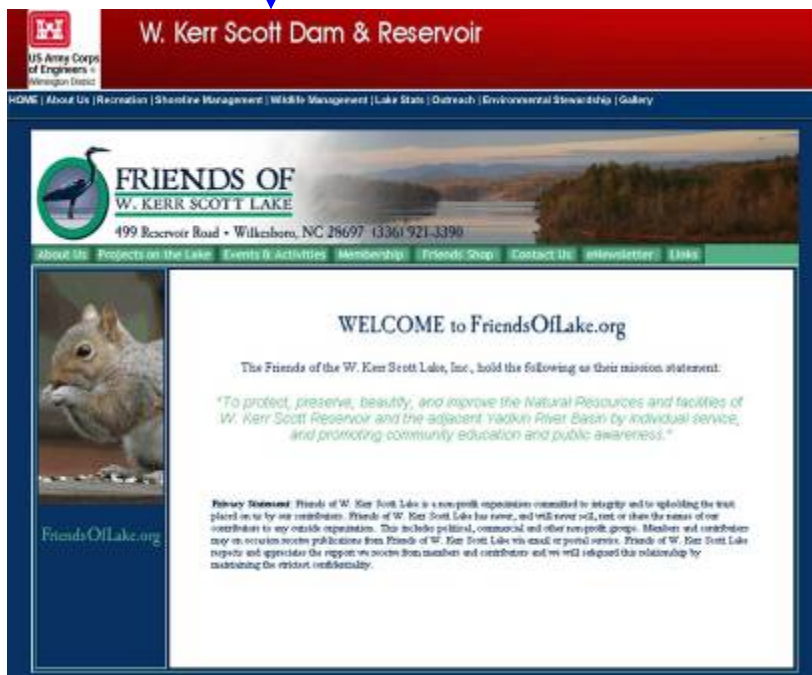
Back



2. Banner



Example 6 - Agency Websites



Example 6 - Agency Websites, continue

[HOME PAGE](#)
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[RELATED LINKS](#)
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California Coastal Cleanup Day



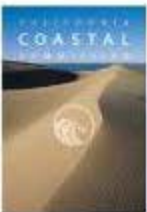
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CALIFORNIA COASTAL COMMISSION

Ocean Conservancy

Pacific Region Office

The Ocean Conservancy
116 New Montgomery Street
Suite 810
San Francisco, CA 94105

(415) 979-0900 phone
www.oceanconservancy.org



Buy Model Jewelry - California Coastal Cleanup Day



National Public Lands Day
© National Environmental Education Foundation

General Information

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www.publiclandsday.org





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St. Louis District Home

Lewis & Clark Home

Rivers Project Home

- Project Master Plan
- Legacy Tours
- Area Releases
- Photos
- National Great Rivers Museum

Lakes in the St. Louis District

- Glenview Lake
- Lake Shelbyville
- Mark Twain Lake
- Kennett Lake
- Wapapello Lake

Other Mississippi Valley Division Offices

- Mississippi Valley Division HQ
- St. Paul
- Rock Island
- Memphis
- Vicksburg
- New Orleans

Conference Bookstore

Don't forget your souvenirs.....

The Conference Museum Store located at the National Great Rivers Museum offers a variety of books, educational materials, and gift items relating to rivers. Operated by Jefferson National Parks Association in cooperation with the National Great Rivers Foundation.

FOR CABLE SHOPPING GO TO: shop.jnpa.com

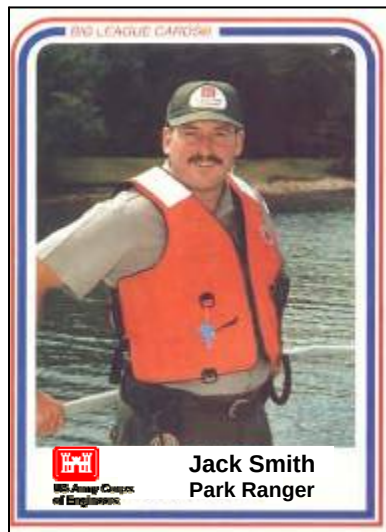


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Example 7 -Credit Lines

1. Park Ranger Cards

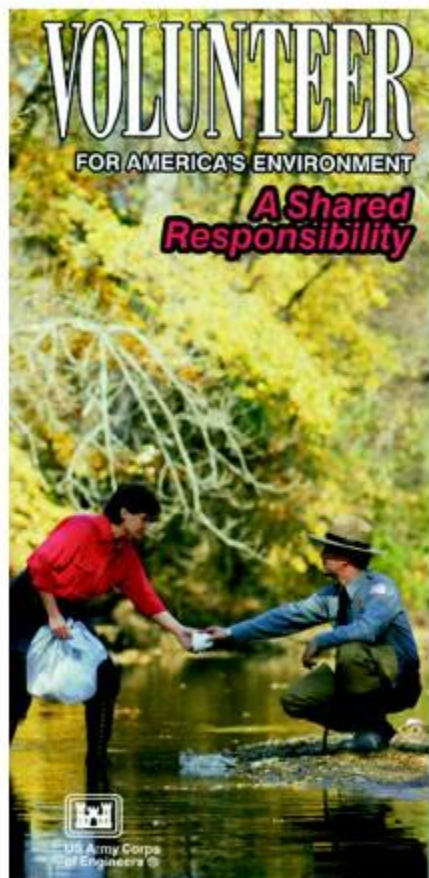
Front side



Back side



2. Brochures



Front

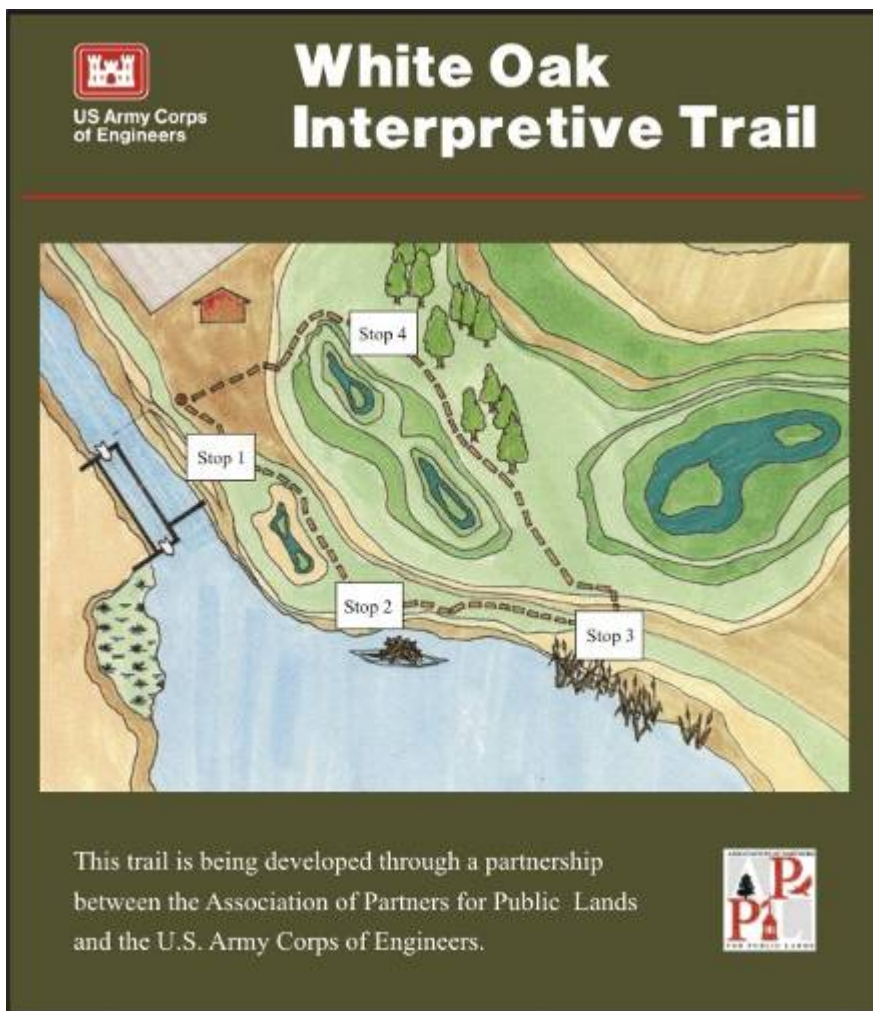


Back

Example 8 - Temporary Recognition or Construction Signs

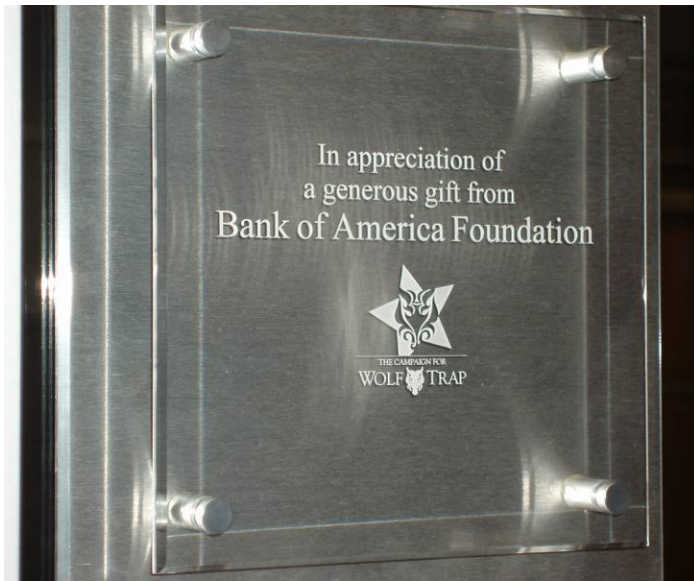
Custom Recreation

**This trail is being developed
through a partnership between
Ohio Nature Conservancy and
U.S. Army Corps of Engineers**

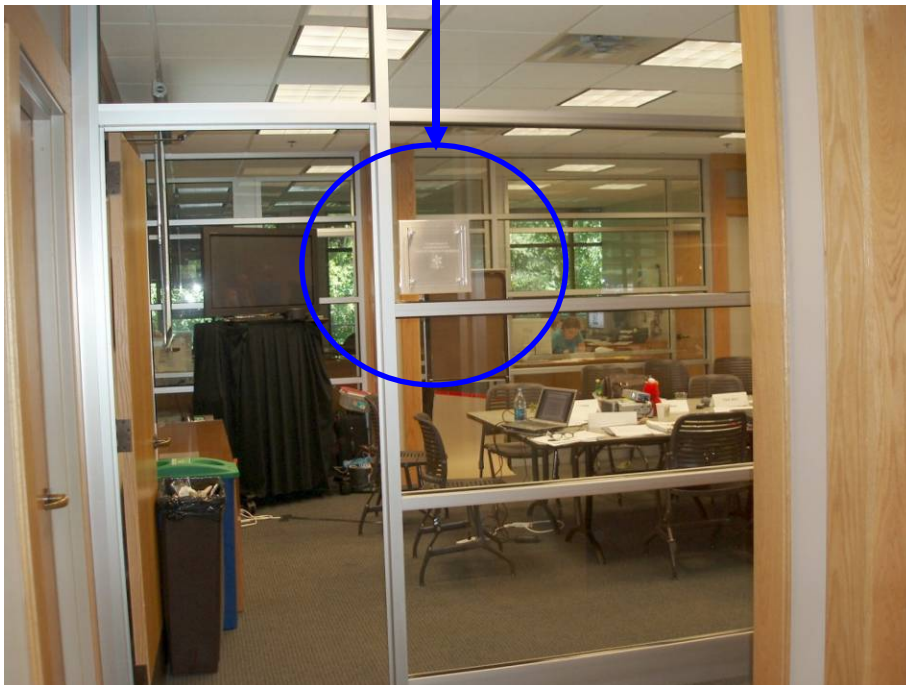


Interpretive Panel

Example 9 - Plaque/Plate



Example from The Barns at Wolf Trap, a National Park Service unit.



Example 10 - Recognition Plaque/Donor Board Example



A Confluence of Generosity

A healthy, working river is vital to each of us. Explore your connections and enjoy your visit. The Mississippi River is your river!

This building, exhibits and grounds were built with funding provided by Congress. Additional exhibit funding was provided by the Meeting of the Rivers Foundation with collaborative input from key federal and state agencies and many community members.

This facility is operated by the U.S. Army Corps of Engineers.

The following corporations and private partners are gratefully acknowledge for their generous contributions to this facility.

Emerson

The following public partners are gratefully acknowledge for their generous contributions to this facility.

**Illinois Department of Natural Resources
U.S. Geological Survey
U.S. Fish & Wildlife Service
U.S. Environmental Protection Agency**



An excellent example of incorporating a donor wall into the overall concept of a center interpreting traditional Native American life on the Columbia River.

Donor board at the Tamástslíkt Cultural Institute, Pendleton, Oregon

