

# TAKE PRIDE<sup>®</sup> IN AMERICA

*It's Your Land, Lend A Hand*



## SUMMARY INFORMATION FOR DEPARTMENT OF THE INTERIOR BUREAUS

Take Pride in America is a national partnership of federal, state and local governments, private enterprises, civic and youth organizations to encourage citizen stewardship of our parks, refuges, recreation areas and natural, historic, and cultural sites and to recognize and reward outstanding volunteer efforts. Projects or events can be on public lands or on private lands



(with owner permission) and should be designed to improve or enhance our landscape resources.

Department of the Interior Bureaus are

encouraged to develop and participate in local partnerships, host special events, provide volunteer opportunities, and encourage volunteer stewardship. The information below will help in understanding how to implement Take Pride events, explains the use of the TPIA logo and phrases, and summarizes the guidelines for donations. For more detailed donation and fundraising information and requirements please refer to the more detailed documents about Take Pride in America or contact the Executive Director.

**Bureau Event:** A Bureau hosted or sponsored event or project:

- Must be publicized as a Take Pride in America event through prominent use of the TPIA logo.
- May include existing volunteer programs or projects as well as new opportunities and events.
- Must follow all laws and regulations and obtain necessary permits or forms (such as volunteer agreements, parental approval, safety requirements)
- May take place on public lands, or on private lands (with owner permission) where activities will positively affect public lands, facilities, or historical, natural and cultural resources.
- Must reflect positively on the Department of the Interior and the U.S. Government.
- Must be "on the ground" events rather than advocacy efforts.

**Examples of events.** TPIA events can include a broad variety of Bureau activities. This list is not intended to exclude projects or events not listed. Contact the Bureau Coordinator or the Take Pride office if you have questions about whether or not an event could be a TPIA event.

- Creating or rehabilitating habitat
- Constructing or maintaining trails, campsites, or shorelines
- Clean-ups (removing trash or debris)
- Refurbishing, repairing, or improving historical or cultural sites (painting; caring for grounds and fences; adding improved access)
- Planting and maintaining gardens or trees
- Conducting species and water quality surveys and management projects
- Erosion control, land or wetland stabilization
- Hike a Mile, Mend a Mile type events
- Fundraising events that will aid in the protection of America's public and private lands and natural, cultural, and historic resources while meeting Take Pride's criteria
- Events celebrating the commencement or successful completion of a volunteer project, or recognizing the contributions and achievements of volunteers.

### Criteria for use of TPIA logo and phrases for Bureau

**Events.** Use of the TPIA logo and phrases is encouraged for all TPIA projects, programs, and events. The TPIA logo/phrase:

- Must be used for promotion of Take Pride in America events (banners, posters, and announcements of event).
- Can be used for recognition items for volunteers, such as on T-shirts, hats, cups, pins.
- May not be used to endorse private partners or products.
- Event partners using logo for major fundraising (over \$10,000) must have a written memorandum of understanding (MOU) approved by the Executive Director.
- Partners wishing to use the logo on products for sale should contact the Executive Director.
- If in doubt about the use of the logo or any other aspects of whether an event should be considered a TPIA event, please call or email the TPIA office.

### Donations and fundraising.

- Potential donations of goods or services valued over \$10,000 must be referred to the Executive Director.
- Donations may not result in preferential treatment or the appearance of preferential treatment.
- Donations can be used to cover incidental costs of volunteers, such as food, beverages, transportation, uniforms, lodging, or subsistence.
- Employees must ensure that their TPIA fundraising activities adhere to the Standards of Ethical conduct for Employees of the Executive Branch (5 CFR Part 2635).
- Donated property for events will be handled locally according to Federal property management requirements.
- Solicitations for donations may be undertaken by the TPIA program, other Federal employees, and TPIA Program volunteers.

**Requested reporting information.** It is helpful for TPIA to know how the event went and what was accomplished. Please send us an email or fax describing the event or use the form provided in this packet.

- Type of Event, for example:

- Habitat rehabilitation
- Trail construction or maintenance
- General cleanup
- Shoreline maintenance
- Building repair
- Number of volunteers/hours/approximate value of time spent (FY03 value is \$16.54/hour—Independent Sector figure)
- Accomplishments, for example:
  - Number of acres affected (cleaned, restored, established, enhanced or protected)
  - Number of structures repaired/rehabilitated
  - Number of bags of trash collected
  - Pounds of trash collected
  - Miles of stream, roads, coastline affected (cleaned, restored, established, enhanced or protected)
- Name(s) of participating partner(s).
- Amount of funding or value of property donated by partners.
- Highlights
- Media coverage
- Pictures

## Program Contact Information

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