

## PERSONAL APPEAL ITEMS

### Definition

“Personal Appeal Items” are items used for **official** duties that could be construed to be used for personal purposes. Examples include items such as cameras, MP3 players, smartphones, and laptop computers.

### Proposals/Requests for Personal Appeal Type Items

Proposals requesting these items must demonstrate items will be used for official purposes only, and acknowledge appropriate use of items when acquired with Federal Government funds. The Contractor or Subcontractor work policy should evidence appropriate use of equipment in performance of a Government Contract or Subcontract.

### Proposals/Requests must address the following:

- **Purpose:** There is a legitimate purpose for the items, and use of the items by the Contractor and/or authorized Subcontractor(s) will be managed in accordance with institutional policy.
- **Appropriate Use:** Items will not be used in a way that would discredit the NN/LM, the National Library of Medicine and the National Institutes of Health or the applicable Institution.
- **Cost Effective:** Must demonstrate requested items are cost effective and appropriate. For example, will generic brands satisfy the minimum requirements? If not, the proposal/request must describe 1) why it is necessary to purchase branded products, 2) benefits in brand name products. How will items further the mission of the NN/LM and achieve the objectives of the contract?



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