

 <p>NEW YORK STATE OF OPPORTUNITY.</p> <p>Parks, Recreation and Historic Preservation</p> <p>Section: Governance</p>	<p>Policy Title: Recognition of Donations</p> <p>Directive: GOV-POL-010</p> <p>Effective Date: 05/27/2015</p>
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Summary

This policy addresses guidelines for acknowledging the contributions made to state parks and historic sites. Note: Donations of historic materials and museum interpretive equipment offered to state parks and historic sites require approval of the Collections Committee (see HP-PCD-003).

Policy

Donor Recognition

Donations are made to state parks in the form of time, money, property, services, products, and equipment by individuals, foundations, corporations, not-for-profit organizations and friends groups. Donor acknowledgement will be provided by the Office of Parks, Recreation and Historic Preservation (OPRHP) in an appropriate, consistent, and equitable manner that serves the best interests of the State of New York, the public, and the agency.

Most often, the acknowledgement is in the form of a simple letter of appreciation. The letter may be signed by the Commissioner, Regional Director, or Facility Manager acknowledging the gift, the donor, date of acceptance, and, where applicable, the dollar value.

OPRHP receives a Deed of Gift from a donor for objects or artifacts gifted to the agency.

State Parks may acknowledge donors through press releases, newspapers, radio, television, internet, and other media as well as articles in OPRHP publications. Press announcements, photo opportunities, ground-breakings, ribbon-cuttings, and other such activities in which the donor is acknowledged are acceptable, provided these events are held on OPRHP property and are in accordance with current park or site practices. In some circumstances, as an expression of appreciation donors may be provided with prints, photographs, or plaques to commemorate the gift.

Signs

In the event of a major gift of equipment or funding, a sign may be erected on-site to acknowledge the donor's contribution. The sign shall be designed and installed in a location that will not interfere with, and is subordinate to, the general use of the facility. Careful and standardized sizing and typology shall be used. A design standard that emphasizes consistency, simplicity of design, and minimal use of text and illustrative material shall be incorporated. All such signs are subject to approval by the Regional Director.

The text of all signs should include language such as "New York State Parks expresses its appreciation to..." or "New York State Parks acknowledges the contribution by...." The donor's name and any corporate logo may be used, but only when they appear in conjunction with the State Parks logo and/or identity.

Permanent Plaques/Monuments

OPRHP policy restricts the construction or placement of monuments, statues, plaques, memorials, or the like on OPRHP property except under the following conditions:

- When the person(s) or event being memorialized is directly and significantly involved with a specific park's facility, or;
- When the monument, statue, plaque, memorial, or the like is in honor of an individual or a group who contributed significantly to the development of the State Parks system or historic preservation program of OPRHP.

All permanent plaques and monuments shall be approved by the Commissioner.

Donor Recognition Boards/Plaques

With the Regional Director's approval, the placement of donor boards or plaques in visitor centers, park administration buildings, or other appropriate public facilities is acceptable, provided they are consistent with professional design standards. These items should allow the recognition of donors by the placement of small name plates, plaques, or other markers which can be added or removed with relative ease.

Naming of Structures, Places, or Park Facilities

A major donation which significantly contributes to new construction or modification of an existing facility, or to a state park or historic site acquisition, may be recognized by naming the structure, improvement, or park after the donor, with the approval of the Commissioner. In each instance where the name is used to identify a structure, OPRHP's logo will also appear. OPRHP will not name the whole of a historic site or state park after a private corporate partner.

Friends Groups

In some instances, friends groups may raise major gifts to support the development or improvement of facilities within state parks and historic sites. Recognition of donations to friends groups will be consistent with this policy. Friends groups must secure written approval from the Commissioner prior to committing to the installation of donor recognition signage, or to committing to naming structures or facilities after donors.

Other Related Information

No other related information.

History

05/27/2015 This policy was created by separating information regarding donor recognition in GOV-POL-002, Public/Private Partnerships. This section of the 2009 policy was reviewed and reissued with minor language changes. No substantive changes were made.