

Donations

by Kelly Bortles (AFSVA/SVI Marketing, DSN 969-7662 COM 210-395-7662)

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Here's a guide to the "rules of the road" concerning donations according to AFI 34-223 Private Organizations and AFI 51-601 Gifts to the Air Force.

These rules apply regardless of where the event takes place (on-base or off-base).

Who can receive donations?

- A bona fide private organization (PO) or
- unofficial activity (UA)

What's the proper way to solicit for a donation?

Off-base solicitations must clearly indicate that they are for the PO or an unofficial activity/organization, and not for the base or any official part of the Air Force. Additionally, any fundraising activity, whether on or off base, must be requested through the Force Support Squadron PO/UA monitor normally located in the Resource Management Section.

It is paramount to remember that Government employees (and contractors working on behalf of Government employees) may not solicit anyone for anything while on duty or in their official capacities.

- Conduct all actions taken to support the PO/UA – such as requesting prize donations - off duty and outside the federal workplace.
 - NEVER solicit for gifts or donations on base.
 - DON'T use Air Force letterhead
 - DON'T use any DoD or Air Force seals, logos, or insignias - including squadron logos
 - DON'T use official titles
 - DON'T use name or abbreviation of the base or unit
 - BE SURE to prominently display the following disclaimer on all print and electronic media mentioning the PO's name confirming that the PO is not part of the DoD:
THIS IS A PRIVATE ORGANIZATION. IT IS NOT A PART OF THE DEPARTMENT OF DEFENSE OR ANY OF ITS COMPONENTS AND IT HAS NO GOVERNMENTAL STATUS.||
 - NEVER use your work email for donation requests
 - NEVER write donation request emails or letters while on duty or in the federal workplace
 - NEVER talk with a donor while wearing your uniform
 - ALWAYS present yourself as a member of your Private Organization or unofficial activity
 - NEVER present yourself as a representative of the base, or the people on the base

What kind of recognition do companies get when they donate items such as prizes?

The key is: ONLY the people attending the event will know about who donated the items used as prizes.

- NEVER use the word “sponsor” to describe the companies donating things for your event no matter how large or small.** ONLY the Force Support Squadron marketing office can negotiate Commercial Sponsorship Agreements with businesses off base and only for MWR elements of Services activities, events and programs events/programs. Instead use the word “friends” (e.g. “Our friends at Kellogg’s donated the cereal for today’s event.)
- DO NOT recognize the donor publicly on or off-base.
This means your organization’s website, all social media and print advertising for the event CANNOT mention the company donating the items.
- A donor may place on the item a marking which identifies the property as being donated by a particular person, group, or organization.
- The marking must be in good taste and must not be worded so that it endorses (or implies an endorsement of) the product by the Air Force.
- DO NOT grant special concessions or privileges to the donor.

But knowing what prizes they could win will encourage people to sign up.

You can advertise the prize – just not the company that donated it. So you CAN say, “Win a Gift Card for Coffee” but you CAN’T say, “Win a STARBUCK’S Gift Card.”

What about banners and signs?

Whether your event is on or off base, the only recognition allowed for donors is what is stated above.

Can a company come to our event and pass out samples?

No. The only recognition allowed for donors is what is stated above.

AFI 34-223 Private Organizations

10.15. PO officer and member and unofficial activities/organization actions must not prejudice or discredit the United States Government or conflict with governmental activities.

10.15.1. POs and unofficial activities/organizations may not solicit funds for their organization on base.

10.15.1.1. Services may not co-sponsor events with POs or unofficial activities/organizations for the purpose of obtaining commercial sponsorship, contributions, donations, gifts, advertising or generating revenue for them.

10.15.1.2. POs and unofficial activities/organizations are not authorized use of the DoD MWR Commercial Sponsorship policy.

10.15.1.3. POs and unofficial activities/organizations may accept gifts and donations. These organizations will not solicit gifts or donations on base. Off-base solicitations must clearly indicate that they are for a PO or an unofficial activity/organization, and not for the base or any official part of the Air Force. Donor/gift recognition may not be made publicly. Recognition of the gift or donation can only be made to members of the PO or those present at an event benefiting from the donation/gift.

10.15.1.3.1. POs and unofficial activities/organizations are prohibited from actions, which make it appear that the installation is endorsing or giving special treatment to the donors/givers involved.

AFI 51-601 Gifts to the Air Force

5.4. Advertising and Publicity.

5.4.1. By the Donor of the Gift. Do not place restrictions on advertising or publicity by the donor. However, such advertising or publicity should not imply an endorsement of the product by the Air Force or any Air Force member or employee.

5.4.1.1. A donor may place on the gift a marking which identifies the property as being donated by a particular person, group, or organization. However, the marking must be in good taste and must not be worded so that it endorses (or implies an endorsement of) the product by the Air Force or any Air Force member or employee.

5.4.1.2. Receipt by an Air Force commander of a gift so marked will not be construed as either advertising or publicity of the gift by the Air Force.

5.4.2. By the Commander Receiving the Gift for Distribution:

5.4.2.1. Do not publicly acknowledge the receipt of the gift, except in special cases specifically authorized by the Secretary of the Air Force. The commander authorized to receive the gift will acknowledge its receipt by an appropriate letter to the donor on behalf of the military personnel of the command concerned.

5.4.2.2. Do not grant special concessions or privileges to the donor.

5.4.2.3. Do not initiate publicity for the donor.