



**2024 Walk for the Wild (WFTW)
Application Questions & Checklist**

Application Questions and Guidance

SECTION 1: To be completed by nonprofit organization

Name of Organization/Nonprofit (this should be your organization's legal name)

Alternate name of organization (if applicable)

Organization's mailing address (local office)

Organization's physical address (local office) – Where the organization's office is located

Organization's phone number

Organization's website – if you do not have a website, you may list a facebook page or other links that provide public information online about your organization

Primary Contact Name – Team Leader or primary contact for *Walk for the Wild 2024* (must be affiliated with the applying nonprofit organization; not a USFWS staff member)

Primary Contact Title/Role – Title/role for primary contact for *Walk for the Wild 2024*

Primary Contact Email Address

(Optional) Additional Points of Contact for your nonprofit organization – Please list the names, titles and emails of others affiliated with your organization and or field station to be included in regular informational emails sent to support nonprofit groups hosting events and raising funds via *Walk for the Wild 2024* (this list can include both those affiliated with your nonprofit as well as USFWS staff at your respective field station).

Organization's Mission Statement

Organization's federal tax ID (EIN) – This federal tax ID number proves you are a nonprofit organization and can be found on the organization's IRS letter of determination.

Please upload a copy of your IRS Letter of Determination/EIN Status confirmation letter

Has there been any change in your tax-exempt status in the past year? If yes, please explain.
– **This is an optional question and should only be filled out if relevant.** – This isn't relevant for Friends groups as they must maintain constant 501(c)3 status in accordance with the USFWS Friends policy.

Please upload a copy of your most recent completed form 990-EZ, Form 990 or other official IRS tax forms

(Optional) Approximately how many acres encompass the Refuge(s)/Field Station(s) served by your organization? This is very helpful information to explain the impact to potential Amplifier donors, so although it is an optional question, if you can provide just a rough estimation, it is greatly appreciated.

What name should be used for your organization on the main *Walk for the Wild* website? – This will be used for listing in marketing materials (acronyms discouraged). You can create a name (if you choose not to use your organization's name) based on what is most appropriate for marketing materials and indicates both your organization and the Field Station you are supporting during your participation in *Walk for the Wild*.

What NWRS field station(s) does your org/team serve? – Name of the Field Station you work most closely with and that you wish to Team up with for *Walk for the Wild 2024*.

Name and Title of USFWS liaison or project leader for your organization – Name of the USFWS staff member who is listed on your Friends Agreement as your Project Leader (many times a Refuge Manager) or who is your liaison at USFWS if you do not have a Friends Agreement.

What type of agreement(s) does your organization have in place with respective field station(s) (i.e. Friends agreement, cooperative agreement, partnership agreement etc.)?
Please provide a brief summary of the terms of your respective agreement. – The type of agreement you have with your Field Station and the purpose for which you have an agreement with the Field Station, especially if it is program/project based.

Please identify the type of event(s) (see eligible events) you intend to host for *Walk for the Wild* – Refer to [Eligible Events](#) for *Walk for the Wild* for more information

What date(s) do you intend to host your *Walk for the Wild* 2024 Walking event? – *Walk for the Wild* events should occur during National Wildlife Refuge week, the second full week in October (or within the window of October 12 – 20, 2024). Exceptions to the dates of your event will be evaluated and approved by the Public Lands Alliance on a case-by-case basis if proposed in your application or by sending a request to the WFTW Planning Team at wftwinfo@publiclandsalliance.org.

Please describe intention to use/allocate funds raised from *Walk for the Wild* – If you are a Friends Organization, you can enter “for unrestricted purposes to support our mission.” However, if you are not an official Friends Organization, please list the project/program you intend to support with these funds. ***If you have more specific information, even as a Friends Organization, that is greatly appreciated***, but we don’t want this to question to hold up your application. You will report back in more detail on the intended use of the funds via grant reports after *Walk for the Wild*. Please review [WFTW Rules & Regulations](#) for more information.

What \$ fundraising goal does your organization intend to establish for *Walk for the Wild* 2024 (all nonprofits are required to establish a fundraising goal; there are no penalties if set goals are not achieved)? – Typical *Walk for the Wild* fundraising goals range from \$500 - \$15,000. This fundraising goal is helpful for *Walk for the Wild* planning and recruiting Amplifier Fund donors. This goal will be provided to an external audience on your fundraising page, but you will have the ability to update it later. We ask that you set a realistic goal based on past fundraising efforts, but there will not be penalties if you do not reach your goal—you will still receive the funds you raised even if you do not reach your goal. If you intend to raise and set a goal of \$25,000 or more, you will be required to work with your USFWS project leader/liaison to do a fundraising agreement in accordance with USFWS policies and procedures.

Which year(s) has your organization participated in *Walk for the Wild*? – select from the options provided (Years 2021, 2022, 2023, or 2024 if you are a first-time participating organization)

Note: Nonprofit applicant – be sure to scroll to the bottom and click on the “Save Draft” button. Then, if you haven’t already, scroll to SECTION 1 above and click on the link to “Manage Collaborators” to add the email address of your USFWS Liaison/Project Leader, then click the “Invite” button. Once that is complete, you can log out of your application (scroll to top of page and under your name is a LOGOUT option). You will need to wait for your USFWS Liaison/Project Leader to complete their section before you will be able to submit the application.

SECTION 2: To be completed by USFWS Liaison/Project Leader

To complete the application to be a participating nonprofit in *Walk for the Wild 2024*, it is required that applying nonprofits have their USFWS liaison/ project leader sign-off/acknowledge this application.

You will need to share access to your WFTW application directly with your USFWS liaison/project leader so that they can complete this section before you submit the application.

To share access to this application, simply click on the "Manage Collaborators" button located on the top right corner of this application form and fill in the email address of your respective USFWS liaison/project leader to invite them to collaborate.

This section is to be filled out by the applying nonprofit's USFWS Liaison/Project Leader. This is typically your field station's Refuge Manager or another individual indicated in your official friends or other cooperative agreement as your official USFWS liaison.

By checking the Acknowledgement box, the USFWS Liaison/Project Leader is acknowledging that they comply with the above application and fulfills this section. Please inform your respective USFWS Liaison/Project Leader your intention to share this application with them before asking them to complete the section that requires their sign-off.

For additional context, please reference and/or provide the [WFTW 2024 NWRS Field Station Acknowledgement Info](#) to your USFWS liaison/project leader as they prepare to complete this portion of the application.

Name (To be filled out by USFWS liaison/project leader)

Title (To be filled out by USFWS liaison/project leader)

Email Address (To be filled out by USFWS liaison/project leader)

Option for USFWS liaison/project leader to opt-in to receive emails with information, event planning & tips, platform training, and more to help guide groups hosting *Walk for the Wild* events. – Choose “yes” or “no”

(Optional) Please provide the names and email addresses of others from your field station/refuge who should get updates related to *Walk for the Wild* planning and support (to be filled out by USFWS liaison/project leader) – list the names, titles and emails of others affiliated with your field station or Refuge (visitor services staff, deputies, etc.) who should be included in Walk for the Wild planning updates, in addition to or instead of to yourself.

(USFS Liaison/Project Leader) Acknowledgment – by checking the box, the USFS Liaison/Project Leader attests that they have read and understood the above conditions and, by submitting this application, agree to operate in accordance.

SUBMIT YOUR APPLICATION (To be submitted by the applying nonprofit)

Once both Section 1 and Section 2 are complete, please click on the "Submit" button. You will receive a notification email confirming your application has been submitted. The confirmation of submission email will be sent from this email address: notifications@email.submittable.com. Please be sure to check your spam folder if you do not receive this confirmation email after you have submitted your application.

If you need assistance or have additional questions about this application, please email: wftwinfo@publiclandsalliance.org.

Completed applications to participate in *Walk for the Wild* will be reviewed on a rolling basis. You will receive notification within a week of your application submission and completion of the NWRS Field Station Acknowledgement section (unless otherwise noted).

Pre-Application - Checklist for Completing your Application

- ☐ Review *Walk for the Wild* Information, [Rules & Regulations](#), and Application Materials (resources can all be found at: [Participating Nonprofits - America's Wildlife Refuges \(publiclandsalliance.org\)](#))
- ☐ Discuss your organization's participation with your Board of Directors
- ☐ Discuss your organization's participation with your USFS Project Liaison and/or Refuge Manager, and request their support in completing Section 2 of the application once it is ready (you will need to add them as a collaborator following the instructions above).
- ☐ Designate a Point Person/Team Leader from your nonprofit organization
- ☐ Determine your organization's fundraising purpose in accordance with the WFTW Rules and Regulations (How will funds raised through WFTW be used?)
- ☐ Determine the eligible event type and ideas for the WFTW event you are considering hosting (Onsite Event, Offsite Event, Self-Guided Event, or Exclusively Virtual)
- ☐ Set a preliminary fundraising goal (there will not be penalties if you do not achieve your goal, but please determine a realistic goal as best as you can for planning purposes)
- ☐ Submit the Online WFTW Application Form (collaborate with your respective USFS liaison/project leader to complete both sections of the application).
- ☐ Receive your emailed acceptance letter to be a participating nonprofit in Walk for the Wild 2024 within a week of submitting your online application (unless otherwise noted).

Post-Application – Once Your Application Has Been Approved

- ☐ Notify Board of Directors, your Team Leader, and USFWS Project Liaison and/or Refuge Manager about your organization's approved participation
- ☐ Recruit volunteers and representatives for *Walk for the Wild* event and outreach planning
- ☐ Ensure you have any necessary paperwork to host an event and fundraise as part of your participation squared away with your Project Liaison and/or Refuge Manager
Note: You may be required to submit an SUP to host an event onsite. Additionally, if you aim to raise over \$25,000, you will need to get an approved Fundraising Agreement. You are NOT required to update your Friends Agreement to participate in WFTW. These USFWS documents do not need to be provided as part of your application.
- ☐ Review *Walk for the Wild* Training Videos & Resources, Rules & Regulations, and Materials with your planning team (additional materials will be added during the course of the summer) at:
<https://www.publiclandsalliance.org/americaswildliferefuges/participating-nonprofits>
- ☐ Begin planning your *Walk for the Wild* event
- ☐ Gather success stories of your organization and NWRS Field Station and determine your case for why supporters should donate to you (i.e. your mission and purpose for fundraising).

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- ☐ Team Leader attends orientation to learn about WFTW website and next planning steps
- ☐ Receive official toolkits, templates and guidance for WFTW Website page and outreach
- ☐ Make a determination on necessary event liability protection (ie: insurance or liability waivers) to safely host your event
- ☐ Take advantage of the information, reminders and tips provided included in regular emails sent to WFTW Team Leaders
- ☐ Work on content for WFTW website page – information must be added by Aug 30th
- ☐ Continue planning your WFTW event
- ☐ Develop custom promotional materials (using toolkits) prior to public launch on Sept 9th