



NATIONAL VOLUNTARY ORGANIZATIONS ACTIVE IN DISASTER POINTS OF CONSENSUS

DONATIONS MANAGEMENT POINTS OF CONSENSUS GUIDE

The National VOAD Points of Consensus regarding the Donations Management Function are as follows:

1. The mission of donations management is to provide a comprehensive process that organizes the giving, receiving and distribution of both solicited and unsolicited (or undesignated) donated goods so that the maximum benefit is derived for the disaster survivors or people in crisis. The direct recipients of donated goods could be any or all of the following:
 - a. Disaster survivors.
 - b. Voluntary organizations or community-based organizations (CBOs).
 - c. Government: local, state, tribal or Federal.Disaster survivors or people in crisis are the ultimate beneficiaries of donations management regardless of who the initial recipient may be. Donations management can empower and support all Voluntary Organizations Active in Disaster (VOAD) state and local.
2. The donations management process will treat disaster survivors with respect, courtesy and non-discrimination.
3. The principles of the four “Cs”: Cooperation, Communication Coordination, and Collaboration should be exercised at all times. Federal agencies and National VOAD support state and tribal unsolicited or undesignated donations management operations.
4. Donations management activities span the four phases of emergency management: preparedness, response, recovery and mitigation. During the mitigation and preparedness phases there are needs for planning, equipping, organizing, training, and exercising. The majority of donations are offered early in the response phase but the recovery phase is when the needs can be the greatest and when planning for utilizing donations is most crucial.
5. Donations (cash, donated goods and services) should primarily go to VOAD organizations.
 - a. Cash is often the best resource and is preferred over material donations.
 - i. Cash can purchase goods and services in the survivors’ community which can stimulate recovery in the local economy.
 - ii. Cash can purchase specific or hard-to-attain items while avoiding the cost of transporting goods.
 - iii. Cash donations can support organizations involved in response and recovery efforts.
 - b. Donations of goods and services can empower some organizations and engage businesses with appropriate material resources.

6. The donations management function should work to assist communities and donors to donate responsibly by:
 - a. Establishing and promoting the mechanisms for cash donations.
 - b. Identifying and communicating the specific needs for goods donations.
 - c. Supporting the direct connection between donor and recipient.
 - d. Confirm the need for donated goods before collecting and shipping.

7. Messaging to the public (donors, communities, partner organizations, etc.) is critical to success and must be well structured, timely and planned. Two of the most important considerations are preparing the public and crafting a messaging plan. These areas are addressed specifically as follows:
 - a. Preparing the public which includes:
 - i. Activities before the disaster.
 - ii. Communicating needs to the public and potential donors.
 - iii. Preparing scripted needs, media messages and public announcements.
 - b. Crafting the messaging to include the following:
 - i. What should be communicated?
 - ii. To whom should the message be communicated?
 - iii. How should the messages be communicated (what media type, format, frequency, etc.)?
 - iv. Where and when should messages be communicated?
 - v. Messages should be clear and consistent.
 - vi. Messages must be timely to capitalize on public interest and to help structure the wave of giving.
 - c. Messaging should be done in conjunction with government, voluntary organizations and public information officers.
 - d. Messaging should be conducted in all phases of emergency management to foster stronger relationships between donors and voluntary organizations.
 - e. Messaging should address all three aspects of donations: cash, goods and services while properly advising donors of the options associated with each.

8. Fully utilize voluntary organizations and partner organizations to manage donated goods. Examples of existing capacity may include the following:
 - a. Some voluntary organizations have specific roles and responsibilities to utilize and manage donated goods.
 - b. Some organizations have the capacity to accept and utilize non-critical donated goods.
 - c. Several organizations have specialized and effective technical capabilities in certain sub-functions of donations management such as:
 - i. Multi-agency donated goods warehouse management
 - ii. Points of distribution
 - iii. Phone bank operations
 - iv. Recycling non-useful materials

9. Use the team approach
 - a. Effective donations management does not exist without collaboration and mutual support among government, voluntary, community-based organizations, businesses, and faith-based organizations.

- b. Use a Donations Coordination Team (DCT) when appropriate.
 - c. Team work produces synergy - whereby efforts as a whole will exceed the sum of the various parts or individual organizations' contributions.
 - d. Emphasize non-disaster relationship building among all stakeholders.
10. Use a flexible approach
- a. Donations management should be adaptable to the size and scope of local, state or Federal operations.
 - b. Different partners and participants will shape the operation.
 - c. Different needs and resources will affect the operation.
 - d. Local conditions and cultures will affect the operation.
 - e. Media coverage of the disaster will directly affect the amount of donations offered by the public, sometimes too much - sometimes not enough.
11. Donations management will use information management systems e.g., the National Donations Management Network (NDMN) Tool.
- a. Technology tools (existing and new) should be used to help manage the enormous amount of data especially sensitive or critical data essential to success of the operation.
 - b. Systems used in the donations management process should respect the ongoing and established donor relationships and the donations operations of all stakeholders. Technology systems should not compete with such relationships.
 - c. Technology tools are most effective when included in the process of planning, resourcing, training and exercising.
12. Voluntary organizations agree to partner with state and local governments which have key leadership roles in policy making and in the management of donated goods. Key components of those roles are as follows:
- a. Government's role can include matching donor offers with voluntary organizations and community needs.
 - b. Government should respect voluntary organizations' ongoing and established donor relationships and donations operations.
 - c. Government should seek to enhance voluntary organizations' and partner agencies' capacity to manage donations.
 - d. Donations management is done in support of Federal, state, tribal and local emergency management plans.
 - e. Donations management is conducted in accordance with the mission of donations management (see Point #1 above).
13. Accountability, responsibility and transparency are key requirements.
- a. Transparency and accountability of all donations management, including donor transactions, are mandatory. Donors are an integral part of donations management - without them survivors' needs could not be met.
 - b. Donations management must respect donors' intent and requirements for legal and fiscal accountability, which includes follow-through with donors so they feel their donation is of value.
 - c. Stewardship to donors including acknowledgements, thank you letters, receipts and regular communications is crucial to success.

14. Facilities are key to donations management and may include one or more of the following types:
 - a. Multi-agency warehouse (MAW)
 - b. Points of distribution (POD)
 - c. Donations Coordination Center (DCC)
 - d. Donations staging area (DSA)
 - e. Phone bank
 - f. Collection centers
 - g. Distribution centers
 - h. Transportation hub
 - i. Technology hub

15. The National VOAD Donations Management Committee is a key component of National VOAD and supports the donations management function in the following ways:
 - a. Represents the interest of the major donations management stakeholders that includes but is not limited to the following:
 - i. National VOAD member organizations
 - ii. Government stakeholders (local, tribal, state and Federal)
 - iii. Local and state VOADs, COADs, other community-based organizations, businesses, faith-based organizations and associations
 - b. Serves as a conduit of information to the public and stakeholders.
 - c. Provides policy and plan development.
 - d. Supports training development and delivery.
 - e. Assists in the development of resources for donations management.
 - f. Encourages state, tribal and local donations coordination teams (DCTs) to build donations management capability.