

THE SECRETARY OF THE INTERIOR
Washington

ORDER NO. 3236, Amendment No. 4

SIGNATURE DATE: October 28, 2008

Subject: Take Pride in America® Program

Sec. 1 **Purpose.** This Order extends the authorization of the Department of the Interior (DOI) Take Pride in America Program (TPIA Program) in the Office of the Secretary.

Sec. 2 **Authority.** This Order is issued under the authority of Section 2 of Reorganization Plan No. 3 of 1950, as amended (64 Stat. 1262). The TPIA Program is authorized by 16 U.S.C. ' 4601, et seq.

Sec. 3 **Program Purposes.** The TPIA Program encourages public involvement in the conservation of and appreciation for America's public lands. Its purposes are to:

a. Establish and maintain a public awareness campaign in cooperation with public and private organizations and individuals to:

- (1) instill in the public the importance of the appropriate use of, and appreciation for Federal, State, and local lands, facilities, and natural and cultural resources;
- (2) encourage an attitude of stewardship and responsibility toward these lands, facilities, and resources; and
- (3) encourage individuals, organizations, and communities to care for these lands, facilities, and resources through the use of a conservation ethic.

b. Conduct a national awards program to honor those individuals and entities which, in the opinion of the Secretary of the Interior, have distinguished themselves in the activities described in paragraph 3a above.

Sec. 4 **Organization.** The Executive Director provides oversight, leadership, and direction for the TPIA Program.

Sec. 5 **Program Implementation.** The TPIA Program is administered by DOI in partnership with the public and private sectors. The Executive Director carries out the program functions and is responsible for:

- a. Developing guidelines and criteria for a national awards program;

- b. Administering the Take Pride in America® slogan and logo;
- c. Accepting donations and gifts, including money and property to facilitate the purposes of the program consistent with 16 U.S.C. ' 4602; 374 DM 6, Donations; and TPIA policy;
- d. Recruiting, training, and recognizing volunteers to assist with the program consistent with 16 U.S.C. ' 4604;
- e. Coordinating with bureaus to implement strategic priorities, such as encouraging volunteerism on public lands, engaging youth in nature, and promoting beautification as a strategy for economic development and long-term disaster recovery;
- f. Fostering partnerships with public and private organizations such as the Federal Interagency Team on Volunteerism (FITV) and Keep America Beautiful to strengthen volunteer management and infrastructure; and
- g. Maintaining a comprehensive website.

Sec. 6 Coordination. Each bureau will assign a Coordinator to implement the TPIA Program at the bureau level. The Bureau of Land Management will also assign an employee to assist the Executive Director in administering the Save the Mustangs Fund, and the Bureau of Reclamation will assign an employee to assist the Executive Director in administering the partnership with C.A.S.T. for Kids Foundation (Catch a Special Thrill).

Sec. 7 Delegation of Authority. Consistent with 16 U.S.C. ' 4601 et seq., authority to carry out the TPIA Program, including soliciting and accepting donations, may be delegated. This authority may be further delegated after consultation with the Office of the Solicitor.

Sec. 8 Limitation. The authority to solicit and accept donations is limited to donations that aid or facilitate the statutory purposes of the TPIA Program.

Sec. 9 Expiration Date. This Order is effective immediately. It will remain in effect until its provisions are converted to the Departmental Manual or until it is amended, superseded or revoked, whichever occurs first. In the absence of any of the foregoing actions, the provisions of this Order will terminate and be considered obsolete on November 1, 2010. The termination of this Order will not affect the organizational changes effected herein.

/s/ DIRK KEMPTHORNE
Secretary of the Interior

Replaces SO#3236A3 10/1/06

Replaces SO#3236A2 9/30/04

Replaces SO#3236A1 10/1/02

Replaces SO#3236 12/10/01

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