

Wildlife Restoration/Hunter Education Advisory Team



Advisory 2020-016: Providing Incentives for Participation

July 7, 2020

(1) Can Wildlife Restoration funds be used to purchase goods and services to incentivize recruitment and retention of hunters and recreational shooters?

Discussion: According to 2 CFR 200.430(f) it is eligible to provide an incentive award to compensate employees for efficient performance. However, providing an incentive for performance does not allow providing an incentive to participate in an activity. 2 CFR 200.434 states that costs of contributions and donations, including cash, property, and services, from the non-Federal entity to other entities, are unallowable. 2 CFR 200.421(e) also states that unallowable advertising and public relations costs include promotional items and memorabilia, including models, gifts, and souvenirs; and costs of advertising and public relations designed solely to promote the non-Federal entity. Providing incentives for participation in an activity is not an allowable activity. Providing awards or incentives for recruitment and retention purposes appears to be a method to generate license sales or revenue and is not an eligible activity.

Advisory: No. Providing goods and services to incentivize participation in an activity, including recruitment and retention of hunters and recreational shooters, is not allowable under 2 CFR 200 and not an eligible activity for WSFR reimbursement.

(2) Can Wildlife Restoration funds be used to purchase goods or services that will be donated to partners to support their efforts to incentivize recruitment and retention of hunters and shooters?

Discussion: Providing incentives to an individual or an entity (partner) instead of directly providing incentives does not change the eligibility status discussed in (1).

Advisory: No. Providing goods and services to partners to support their efforts to incentivize participation in an activity, including recruitment and retention of hunters and recreational shooters, is not allowable under 2 CFR 200 and not an eligible activity for WSFR reimbursement.