

Note to users: The Project Endorsement Template on the following page is for the use of Fish Habitat Partnerships (FHPs) organized under the National Fish Habitat Action Plan (NFHAP). It is a companion document to the *Guidance on the Use of the 'National Fish Habitat Action Plan' Brand* that was approved by the National Fish Habitat Board (Board) on October 7, 2009. The branding guidance is available online at:

http://www.fishhabitat.org/images/branding/final_nfhap_brand_guid.pdf

The Project Endorsement Template is a tool that FHPs can use to identify fish habitat conservation projects “that are not funded by NFHAP sources or proposed by FHPs, but that address one or more of the strategic priorities of a Board-recognized FHP (as established in the FHP’s strategic plan) or of the Board itself (as established by the *Final Interim Conservation Strategies and Targets for National Fish Habitat Action Plan* and successive updates), and include an evaluation plan that complies with criteria established for Board-funded projects”. (Quoted language is from the NFHAP branding guidance.)

FHPs are not required by the Board to use the Project Endorsement Template, and may modify the Template to meet specific needs of each FHP. FHPs are encouraged to use the Project Endorsement Template to help “tell the story” of NFHAP, and to promote and manage use of the NFHAP trademark by a wider circle of partners.

Questions on the template should be addressed to Tom Busiahn, the Board’s FHP liaison, at 703-358-2056 or tom_busiahn@fws.gov.

Project Endorsement Template for Fish Habitat Partnerships

The ____ Fish Habitat Partnership (FHP) was recognized by the National Fish Habitat Board under the auspices of the National Fish Habitat Action Plan (Action Plan or NFHAP). The mission, goals and objectives of the Action Plan are reflected in this document.

The ____ FHP will endorse projects that promote fish habitat conservation and that address the strategic priorities of the ____ FHP. Projects that receive endorsement may use the name and logo of NFHAP and the ____ FHP in grant applications, signage, and other informational materials. Endorsed projects will be included in compilations of NFHAP projects (e.g. lists and maps) with credit given to project sponsors.

Endorsement Criteria

Requests for endorsement must include a work plan, project proposal, or other document that describes the project, and contact information for an individual who is familiar with the project. The request should specify the current status of the project, i.e. whether funding has been secured, whether all necessary permits have been obtained, and the stage of implementation.

Requests for endorsement must address each of the following criteria. Narrative explanations and supporting documentation are encouraged. *[FHPs are advised to provide a form to guide requesters. An example is available at <http://www.atlanticfishhabitat.org/endorsedProjects.cfm>.]*

- Endorsement of projects by the ____ FHP is guided by the Action Plan's voluntary, non-regulatory approach toward habitat protection, restoration and enhancement. Accordingly, projects mandated under a regulatory program, court order, or other decree will not be considered for endorsement.
- A project must have an evaluation plan (i.e. attainment of project goals will be evaluated) to be considered for endorsement.
- A project must address one or more of the primary issue areas, habitats, or threats identified in the ____ FHP strategic plan.
- A project with the following characteristics will receive favorable consideration:
 - involves diverse and non-traditional partners
 - transferable to other systems within the ____ FHP or nationally
 - results in a long-term solution to the problems addressed (i.e. addresses the causes of and processes behind fish habitat decline)
- Research, assessment, and education projects will be considered if there is a clear connection to a primary issue area, habitat, or threat identified as a strategic priority of the ____ FHP.

Endorsement Time Frame

Requests for endorsement must be provided with complete documentation at least four weeks prior to the date that a response is needed from the ____ FHP.

Endorsement Type

If approved, a one-page letter of endorsement will be provided by the ____ FHP. Requests for other specific endorsement actions by the ____ FHP should be included in the submission, and they will be considered on a case-by-case basis. If the project will make use of the ____ FHP logo, the intended use should be described in the request.