



## Endorsement Application for Conservation Efforts v.1.0, 2018APR15

**Who is PARC?** [PARC](#) is an inclusive partnership of state and federal agencies, conservation organizations, museums, industry (pet trade, energy, forest products, and more), nature centers, zoos, universities, herpetological organizations, research laboratories, environmental consultants, and members of the public. The diversity of our membership and our focus on both common and at-risk species makes PARC the most comprehensive conservation effort ever undertaken for amphibians and reptiles.

**What is a PARC endorsement?** PARC-endorsed projects are those that demonstrate the proactive conservation of amphibians, reptiles and/or their habitats through partnerships, and that have gone through PARC's review and approval process. At PARC, we believe that conservation efforts are enhanced when partnerships are strong and diverse. Our work facilitates amphibian and reptile conservation efforts, but most on-the-ground conservation work is done by our partners. We want to formally promote these important contributions. Because these types of projects are frequently led by multiple groups at local, state, regional, national, and international scales, a PARC endorsement acknowledges that each effort is an important contribution toward the broader goal of amphibian and reptile conservation. PARC will endorse amphibian and reptile conservation projects that align with the mission of PARC and further our core values.

**Why seek a PARC endorsement?** PARC is an internationally recognized network focused on amphibian and reptile conservation. Projects that receive PARC endorsement may use the name and logo of PARC in signage, communications, project reports, news articles, and other information materials. Endorsed projects will be included in PARC information compilations (e.g. lists and maps), with credit given to project leads. These compilations will in no way suggest that PARC is directly involved or that we should be credited for efforts in progress. PARC will promote endorsed projects on the PARC website or via social media sites, or in our annual report, email blasts, presentations given by PARC's National Coordinators, and more.

**Who can receive endorsement from PARC?** Current amphibian and reptile conservation or research-related projects will be considered when the criteria detailed below are clearly addressed in goals, objectives and intended deliverables. For research proposals and grant endorsements, PARC has a separate grant support letter process.

**How should this information be provided to PARC?** Please complete the application form, include additional project documentation as desired, and submit the application

package electronically to [parc\\_coordinators@parcplace.org](mailto:parc_coordinators@parcplace.org). You may also use this e-mail for any questions regarding this process or to make arrangements to share a project overview with the PARC Joint National Steering Committee or PARC Executive Committee.

**TIMELINE:** Please provide a complete application at least 8 weeks prior to the date that you would like to receive a response from PARC.



## Project Endorsement Application

<b>Project Name:</b>	
<b>Project Location:</b>	
<b>Project Manager(s) and Contact Info:</b>	
<b>Project Manager Affiliation:</b>	
<b>Date:</b>	

**IMPORTANT NOTE:** Anything over the word or page limits will not be considered.

**A. PROJECT SUMMARY (300 words max):** Please describe the project and explain why it is being undertaken.

**B. ENDORSEMENT CRITERIA:** Please use the Endorsement Application Worksheet to provide project details. You may use demonstrated or anticipated outcomes of how the project directly applies to PARC's endorsement criteria.

- 1. Demonstrates Strong Partnerships.** Please list your project partners and the activities for which each is responsible or in which each is involved, making special note of partnerships that are innovative or non-traditional. If local communities have been notified of your project, please describe their opportunities for engagement (both current and anticipated). Use additional space on the worksheet to list partners as necessary.
- 2. Aligns with PARC's Mission.** Describe how your project has direct application to PARC's mission of conservation of amphibians, reptiles, and/or their habitats. (200 words max)
- 3. Supports PARC's Strategic Goals.** Describe how your project addresses the strategic goals of PARC. (150 words max)

**C. ATTACHMENTS AND SUPPORTING DOCUMENTATION:** Please attach or include any supporting documentation for the proposed project. (2-page limit)

**D. LETTERS OF SUPPORT AND ADDITIONAL INFORMATION:** You may include any other supporting information that you would like considered as part of your submission. For example, letters of support from an agency contact who is familiar with your project and can vouch that your work meets the above criteria may be included.

**SUBMIT ALL APPLICATION MATERIALS TO** [parc\\_coordinators@parcplace.org](mailto:parc_coordinators@parcplace.org)  
If approved, a one-page letter of endorsement will be provided.

Please note:

- Project endorsements are valid for three years, and may be re-submitted for renewal at that time.
- If your project has specific endorsement requests, please include them as part of your submission, and they will be considered on a case-by-case basis.
- If you anticipate using the PARC logo, please indicate your intended use in your submission. Printed materials should be submitted to PARC prior to logo use for approval by the Executive Committee.
- It is the Applicant's responsibility to ensure that the project and associated personnel are in compliance with all applicable laws, regulations, permit requirements, and other relevant approvals.
- We reserve the right to disapprove any application or to terminate the endorsement without giving any reason for doing so. We also reserve the right to alter the Terms of Use at any time.



## ENDORSEMENT APPLICATION WORKSHEET

<p><b>Project Summary</b> (300 words max)</p>		
<p><b>Please list project lead and partners and the activities for which each is responsible or in which each is involved. If local communities have been notified of your project, please describe their opportunities for engagement (both current and anticipated).</b></p>		
<p><b>Partnership Entity/Affiliation</b></p>	<p><b>Activity or Involvement</b></p>	<p><b>Engagement Opportunity</b></p>
<p><b>How does the project have direct application to PARC's mission of conservation of amphibians, reptiles, and/or their habitats?</b></p>		
<p><b>How does the project address the strategic goals of PARC?</b></p>		