

# Who Keeps Texas Beautiful? You do.

## AFFILIATE PROGRAM

### Everything You Need to Know about Building a Program in Your Town . . .

Keep Texas Beautiful's mission is to educate and engage Texans to take responsibility for improving their community environment.

Over 360 cities and counties make up a statewide network of community-based grassroots litter prevention and beautification programs in Texas. Through the Affiliate Program, KTB strives to provide organizational development assistance in order to establish stability and sustainability. Communities and counties of all sizes may benefit. This program can increase economic development, change visitors' perceptions, and change citizens' attitudes about litter prevention, waste reduction and beautification, with the ultimate goal to increase pride in the community.

#### Benefits

- ✓ Access to partner agencies including the Texas Department of Transportation, the Texas Commission on Environmental Quality, and other state agencies
- ✓ Access to a network of more than 360 city and county affiliates
- ✓ Recognition at annual conference
- ✓ Use of the KTB logo
- ✓ *Grassroots* newsletter
- ✓ Annual meeting discounts
- ✓ Free educational training
- ✓ Award programs to recognize efforts
- ✓ Communication and Education kits
- ✓ Free trash bags and volunteer incentives
- ✓ Affiliate Sign



#### Responsibilities of an Affiliate

- ✓ Submit a \$75 fee (due on an annual basis on March 16th)
  - ✓ Organize a local citizen committee or board
  - ✓ Complete a brief Annual Report
  - ✓ Attend one KTB training session annually
  - ✓ Participate in one KTB endorsed activity annually
- Our program managers are dedicated to taking your community through the steps necessary to become a successful KTB affiliate so that you can create clean and beautiful places to live, work, and visit.

#### The KTB affiliate program has three major goals:

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1. to increase an affiliate's interest in litter prevention, solid waste management and beautification
2. to enable affiliates already involved in the KTB program to fulfill their commitment
3. to encourage and help affiliates apply to the Keep America Beautiful system

When you become a Keep Texas Beautiful affiliate you gain access to the largest community improvement and grassroots environmental network in the state.

Keep Texas Beautiful



## SERVICES TO AFFILIATES

Services are provided to KTB affiliates to enhance the effectiveness with which they maintain their leadership role in mobilizing grassroots volunteers to address such issues as litter prevention, solid waste management, recycling, beautification and general community improvement.

### **Training Assistance, Workshops and Seminars**

KTB Staff conduct workshops or seminars throughout the state. Training opportunities include organizational training, funding resources, new coordinator training, board development, KTB/KAB education curricula workshops, and public/media relations. Affiliates have the opportunity to call on these experienced individuals for assistance in how to create and maintain a successful KTB program.

### **Annual Statewide Conference**

The KTB annual conference includes statewide issue analysis, case studies and workshops on a variety of topics related to the KTB mission and affiliate program. National trends and issues, as well as presentation of the Governor's Community Achievement Awards, highlight conference offerings. The 38th Annual Conference will be held in Houston from June 27-30, 2005.

### **Awards**

Each year, KTB and the Texas Department of Transportation team up to honor the best-of-the-best in grassroots environmental programming with the Governor's Community Achievement Awards (GCAA). GCAA winners in nine categories share \$2 million in prize money to be used towards highway landscaping projects. The KTB awards offer recognition for environmental efforts to organizations, youth, educators, volunteers and businesses in 37 categories.

### **Informational Mailings**

KTB provides a monthly enews update on national and state happenings, training opportunities and program ideas. Other informational mailings are sent to the affiliate contact to promote KTB programs and events.

### **Grassroots**

KTB's newsletter, Grassroots, highlights program and project ideas from affiliates, educational resources and national and state initiatives from KAB and KTB.

### **Products**

Through partnerships with the Texas Department of Transportation, Texas Commission on Environmental Quality, and Keep America Beautiful, KTB is able to provide volunteer incentives, assistance with publicity and some printing. In addition, KTB is able to provide trash bags, banners and volunteer incentives for cleanup projects. These are shipped free-of-charge to affiliates.

