



K&B AWARDS

**K&B AWARDS
APPLICATION TOOLKIT**



Keep Texas Beautiful's Board of Directors and Conference and Awards Committee are pleased to provide you with the 2010 KTB Awards Application Toolkit. This document contains information and resources to assist you in writing Keep Texas Beautiful Awards applications.

This toolkit should address many of the questions you may encounter as you complete your KTB Award application. However, should you have any lingering questions about the awards and applications, do not hesitate to contact Keep Texas Beautiful at 1-800-CLEAN-TX. Remember– **the KTB applications are due Friday, February 26, 2010; the Youth Awards applications are due Tuesday, May 11, 2010.**

Thank you for helping keep Texas beautiful!

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Awards Overview

Background Information

Keep Texas Beautiful (KTB) is a volunteer organization with the mission to educate and engage Texans to take responsibility for improving their community environment. The annual awards program is designed to recognize the efforts of communities, individuals, youth, governments, and businesses that are working to improve the Texas environment.

KTB Awards are presented in nine categories and multiple may be given in each category. The nine categories are:

- ☆ O.P. Schnabel Senior Citizen Awards*
- ☆ Individual Leadership Award*
- ☆ Volunteer of the Year
- ☆ Civic Organization Awards
- ☆ Ed Davis Litter Law Enforcement Award*
- ☆ Government Award
- ☆ Ebby Halliday and Maurice Acers Business/Industry Leadership Awards
- ☆ Media Awards
- KTB Youth Application (separate application)
- ☆ Ruthe Jackson Youth Leadership Awards
- ☆ Sadie Ray Graff Education Awards

*Lifetime achievement awards which honor individuals who have demonstrated a lifetime commitment to improving and enhancing the Texas environment.

Why You Should Enter

Everyone that enters is a winner—KTB provides certificates to every applicant. Entering an awards competition provides:

- ✓ a written record of program activities
- ✓ increased participation and involvement in your community
- ✓ a gauge of litter prevention and beautification progress in your community
- ✓ a way for your community to set appearance goals
- ✓ a method to help Keep Texas Beautiful track the entire state's efforts
- ✓ an opportunity to win monetary prizes for some Keep Texas Beautiful awards
- ✓ prestige as an award-winning community

TIPS FOR AWARD-WINNING ENTRIES

Before Writing an Application

- Read the application (view online at www.ktb.org).
- Talk to previous winners (call 1-800-CLEAN-TX for contacts).
- Set up an appointment with KTB staff to review past applications.
- Attend a KTB training session.
- Set up a record keeping system for volunteers, donations, and in-kind services (use the worksheets provided in this toolkit).
- Identify a photographer to take pictures (including before and after).
- Identify a historian to collect newspaper articles, newsletters, etc.

How to Motivate Your Community

- Give speeches to inform people about the award and get them to support entering.
- Make signs to put in business windows stating “Help us win the \$\$\$\$\$.”
- Ask a newspaper to write a story about your efforts and interest in applying.
- Involve children – they are great volunteers and motivators.

Reviewing the Questions

In general, your organization and its volunteer efforts are the key. Your answers should address the questions asked. Some questions ask specifically about your program or applicant, and others ask about your community. A consistent theme throughout the application is to show a connection between your program and other community events, organizations, plans, and activities. Just be sure to review the questions thoroughly before finalizing your answers.

Dates

The reporting period for KTB Awards is January 1, 2009-December 31, 2009. Reporting period for KTB – Youth Awards is May 1, 2009 – April 30, 2010. The application tracks what a community has done in a twelve month period. However, the application may reference past projects when they are connected to something that was accomplished this year. Example: In 2005, KTB received a grant to build an outdoor learning center, and in September 2007 the PTA added new plants.

Program vs. Community Questions

Some questions ask specifically what *your program* has done. You should describe what your local group did to answer this question. Some questions ask about *the community*. These questions refers to community results, not just those of your organization, and “community” may refer to the municipal or county government or other agencies.

Record Keeping

Good record keeping is the first step in entering any award competition. Records should be kept from the beginning of a project to the end. Everything within a twelve month period counts, so solicit help from volunteers to track what is happening in the community.

1. At the beginning of the year, set up files to organize your records. You may want to set up based on:
 - a. Award Category: Youth, Senior Citizen, Government;
 - b. Events: Don't Mess with Texas Trash-off, Recycles Day, Arbor Day, Great American Cleanup; or
 - c. Time Period: Spring 2007, August-September, etc.
2. Place pertinent items in each file. Don't let it stack up.
3. Take a lot of photographs—you'll need them for award entries and displays. Take close-up pictures and before and after pictures. Organize digital camera photos so you may easily access them. Identify dates on printed photos.
4. Collect information about cleanup, recycling, and beautification efforts. Give surveys and data collection sheets to groups and ask them to keep track for the application.
 - schools
 - teachers
 - school administrators
 - civic organizations
 - individuals
 - government officials
 - neighborhood associations
 - public housing authority
 - businesses
5. Clip newspaper articles written about projects or topics related to application questions. Measure column inches by measuring down the page. If the article or photo crosses more than one column multiply the inches down by the number of columns.
6. Track the number of minutes broadcasted on television and radio. Include public service announcements, remote broadcasts, news stories, and production time donated. Ask the companies to assist you in collecting the numbers.
7. Throughout the year, keep track of non-financial gifts including in-kind donations of goods and services, volunteer hours, equipment donated by businesses, and time supplied by interns and classes.

When Writing the Application

- Check to make sure you are using the current KTB Awards application.
- Set aside time to fill out the applications. Don't wait until the last minute!
- Review your files– the information you'll need should be right in front of you.
- Read the rules thoroughly before starting, and refer to the application "Rules and Guidelines" while writing.
- Answer the question asked.
- Look for key words in the questions and answer accordingly.
- Be concise.
- Don't do it alone. Ask others to help gather information and proofread.
- Proofread carefully for mistakes.
- Count lines.
- Measure your margins. KTB will, so you should, too!
- Check font size.

Suggestions from the Judges

- ☆ Tie your supplemental notebook and written summary together. The pictures should relate to the text and vice versa.
- ☆ Answer questions in the order in which they were asked.
- ☆ Include statistics, when appropriate, and provide participant ratios in relation to the community size. Example: 200 of 400 students at the elementary school participated; or five of eight civic organizations were involved.

INDIVIDUAL LEADERSHIP AWARDS

Judge Number _____

Nominee's Name _____

Section	Out of Possible	Points Given
Provide a profile of the applicant or applicants including statistics that may be applicable.	5	
Describe the project or program including leadership efforts required to accomplish the project and impact on the community. Describe unique and/or creative ways that the applicant went above and beyond the call of duty.	40	
Describe project(s) in the area of litter prevention, community improvement, beautification, solid waste management, and/or environmental education. Include number of participants/ volunteers, hours donated, and/or other statistical information related to the award category. Describe the accomplishments: years, hours of service, activities, focus area(s), etc.	40	
Support of KTB mission	5	
Supplemental materials	10	
Total	100	

Written Comments: Provide statements for improvement only (i.e. why points were deducted or how to improve the application for next year).

My ranking for this application: 1 2 3 4 5

CIVIC ORGANIZATION AWARDS

Judge Number _____

Judges may consider awards in multiple categories:

___ Litter Prevention

___ Solid Waste Management

___ Beautification/Community Improvement

Nominee's Name _____

Section	Out of Possible	Points Given
Provide a profile of the applicant or applicants including statistics that may be applicable.	5	
Describe the project or program including leadership efforts required to accomplish the project and impact on the community. Describe unique and/or creative ways that the applicant went above and beyond the call of duty.	40	
Describe project(s) in the area of litter prevention, community improvement, beautification, solid waste management, and/or environmental education. Include number of participants/ volunteers, hours donated, and/or other statistical information related to the award category.	40	
Support of KTB mission	5	
Supplemental materials	10	
Total	100	

Written Comments: Provide statements for improvement only (i.e. why points were deducted or how to improve the application for next year).

My ranking for this application: 1 2 3 4 5

O.P. SCHNABEL AWARDS

Judge Number _____

Judges may consider awards in multiple categories:

- Female Volunteer Male Volunteer
 Organization Couple

Nominee's Name _____

Section	Out of Possible	Points Given
Provide a profile of the applicant or applicants including statistics that may be applicable.	5	
Describe the project or program including leadership efforts required to accomplish the project and impact on the community. Describe unique and/or creative ways that the applicant went above and beyond the call of duty.	40	
Describe project(s) in the area of litter prevention, community improvement, beautification, solid waste management, and/or environmental education. Include number of participants/ volunteers, hours donated, and/or other statistical information related to the award category. Describe the accomplishments: years, hours of service, activities, focus area(s), etc.	40	
Support of KTB mission	5	
Supplemental materials	10	
Total	100	

Written Comments: Provide statements for improvement only (i.e. why points were deducted or how to improve the application for next year).

My ranking for this application: 1 2 3 4 5

ED DAVIS LAW ENFORCEMENT AWARDS

Judge Number _____

Nominee's Name _____

Section	Out of Possible	Points Given
Provide a profile of the applicant or applicants including statistics that may be applicable.	5	
Describe the project or program including leadership efforts required to accomplish the project and impact on the community. Describe unique and/or creative ways that the applicant went above and beyond the call of duty.	40	
Describe project(s) in the area of litter prevention, community improvement, beautification, solid waste management, and/or environmental education. Include number of participants/ volunteers, hours donated, and/or other statistical information related to the award category. Describe the accomplishments: years, hours of service, activities, focus area(s), etc.	40	
Support of KTB mission	5	
Supplemental materials	10	
Total	100	

Written Comments: Provide statements for improvement only (i.e. why points were deducted or how to improve the application for next year).

My ranking for this application: 1 2 3 4 5

Supplemental Notebook

The notebook assists the judges in verifying the responses in the written summary. Use your collected photographs, newspaper articles, brochures, flyers, and printed materials as a review of all your accomplishments before you start to write the written summary. Then, once the summary is written, create your supplemental notebook using the sections from the written summary as your table of contents. Try to place the materials in the same order as you have written about them in the summary.

A sample from a supplemental notebook is provided on the following page.

Sample Supplemental Notebook (MUNDAY)



KTB Awards Worksheets

RUTHE JACKSON YOUTH LEADERSHIP AWARDS		
	Name of Group	Contact Information
Elementary School Age (clubs, classes, school)		
Middle/Jr. High School Age (clubs, classes, school)		
Secondary School Age (clubs, classes, school)		
Youth Individual		
Girl Scouts		
Boy Scouts		
Off-campus youth group		
College/University		

SADIE RAY GRAFF EDUCATION AWARDS		
	Name of School/Person	Contact Information
School Volunteer		
Elementary School		
Middle School		
High School		
Teacher/Educator/School Official		

INDIVIDUAL LEADERSHIP AWARD		
	Individual	Contact Information
Individual		

O.P. SCHNABEL SENIOR CITIZEN AWARDS
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	Name	Contact Information
Female		
Male		
Organization		
Couple		

CIVIC AWARD		
	Name	Contact Information
Litter Prevention		
Beautification/Community Improvement		
Solid Waste Management		

ED DAVIS LITTER LAW AWARD		
	Name	Contact Information
Individual		

GOVERNMENT AWARD		
	Name	Contact Information
Project/Program		
REGIONAL		
LOCAL		

MEDIA AWARDS		
	Name	Contact Information
Newspaper		
Television		
Radio		
Other Media		

EBBY HALLIDAY AND MAURICE ACERS BUSINESS/INDUSTRY AWARDS
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	Name	Contact Information
Local		
National		

Project Record

Project Name: _____

Date: _____

ITEM	VOLUNTEER \$ VALUE	DONATIONS	GOVT. COSTS

Sample Project Record

Project/Event: Don't Mess with Texas Trash-Off

ITEM	VOLUNTEER \$ VALUE	DONATIONS	GOVT. COSTS
Volunteer planning of event (5 members * 6 meetings * 1.5 hours) at \$17.19 per hour	\$ 773.55		
120 Hot Dogs, Buns and Condiments		\$200.00	
120 Drinks		\$60.00	
Trash Bags from KTB		\$50.00	
100 Volunteers at event donated 200 hours at \$5.15	\$1,030.00		
City Employee drives truck with supplies - 4 hours at \$9.00 per hour times 1.5 time for overtime			\$ 54.00
Newspaper ad to announce event and thank volunteers		\$100.00	
Printing of volunteer solicitation by City (250 copies at \$.04 per page)			\$ 10.00
Cost saving for volunteers cleaning lot on Smith Street (City contract for \$425)			
Prizes for participants (separate list)		\$275.00	
Totals	\$1,803.55	\$ 685.00	\$64.00

The simplest way to track your costs and benefits is to maintain records during each project and record all information as the project is completed.

Volunteer values:

<u>Type of Volunteer</u>	<u>\$ Value/Hour</u>
Cleanup	\$5.15
Board	\$17.19 by Independent Sector
Professional	\$ Current Market for the Service

Donated

Donations: use actual purchase cost of item(s)

Government costs: labor or equipment costs that the government would not have incurred except for your project.

