



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.

Keep Texas Beautiful (KTB) designates the title of Affiliate to qualifying cities, counties, or communities that work with us in achieving this mission. These KTB affiliates make up a statewide network of grassroots litter prevention, waste reduction, and beautification programs.

Benefits of Affiliation

- ✓ 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 1st)
- ✓ 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



The KTB affiliate program has three major goals:

- to increase an affiliate's interest in litter prevention, waste reduction and beautification
- to enable affiliates already involved in the KTB program to fulfill their commitment
- to encourage and assist affiliates applying for Keep America Beautiful (KAB) certification.





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

Executive Trainers and 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. KTB Ambassadors serve as mentors to new affiliates and assist in recruiting. In addition, professional development skill training is offered along with program coordination tips. Affiliate coordinators share their success stories and learn from the experience of others.

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 43rd Annual Conference will be held in Austin, June 21 – 24, 2010.

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 \$1 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 Leadership Update publication to keep affiliates up-to-date on national and state happenings, training opportunities and program ideas. Other informational mailings, faxes and e-mails are sent to the affiliate contact to promote KTB programs and events.

Grassroots

KTB's quarterly online 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.