

# Benefits of Affiliation

Join the Keep America Beautiful® network of more than 650 state and community-based affiliates to help carry out our shared mission at the state, county, and municipal levels.

Since 1953, Keep America Beautiful has provided a replicable framework for community education and hands-on stewardship that seeks to end littering, improve recycling, and beautify America's communities. Using the fundamentals of the Keep America Beautiful Model for Change, our affiliates reach deep into communities to effect meaningful, positive, and lasting change by delivering innovative and locally-focused programs that address their community's needs.

## Why Become an Affiliate?

Among the top reasons for affiliating with Keep America Beautiful are:

- National Credibility
- Powerful National Network of Peers
- Training
- Tools, Resources, and Programs
- Community Impact Grants and Special Initiatives
- Self-Determination

## Key Highlights of the Benefits of Affiliation

**Networking:** Keep America Beautiful provides a platform for affiliates to interact with a nationwide network of like-minded organizations. Affiliates have the opportunity to network through events at our National Conference, groups of similar affiliates, service on program committees, the Keep America Beautiful Executive Director Online Community Forum (an intranet site for affiliates to network, ask questions, and share ideas & resources), and facilitated social media groups.

**Training:** Keep America Beautiful provides several professional development, as well as training opportunities for our Affiliate Network, including:

- **National Conference:** Our annual conference provides networking, learning, and sharing opportunities, which allow affiliates to engage with national sponsors, board members, and partners. The conference celebrates the many achievements of our network through our National Awards program.
- **Webinar Series:** A facilitated webinar series covering a wide range of professional development topics including mission consistent content, best practices, and ways to effectively lead your organization while engaging your community.
- **One-On-One Training** with Regional Directors and certified trainers.

## Tools, Resources, and Programs:

Keep America Beautiful provides in-kind materials and credible tools for our network to activate in their community. This includes tools to activate volunteers, materials and guides with best practices, and media materials. Some highlights include:

### Tools

- **The Keep America Beautiful Volunteer Portal:** Keep America Beautiful offers an event registration and volunteer management portal for affiliates to post and manage events in real-time, allow for direct communication with volunteers about events, as well as track and report on volunteer activities. The volunteer portal allows affiliates to manage, track, and report on people, programs, training, and volunteer opportunities in real-time.
- **Keep America Beautiful Community Appearance Index:** This method allows affiliates a quick, reliable, and visual assessment of the community. Optional indices include those associated with graffiti, illegal signs, vehicles, outdoor storage, and other public nuisances and hazards.
- **The Keep America Beautiful Model for Change:** Academically developed with decades of validation from the field, our Model for Change engages people at every step and results in sustainable change for the greater good. This model is the guiding force behind our PSAs, and the programs and initiatives that educate and facilitate community engagement.
- **Toolkits and Guides:** Keep America Beautiful has a library of toolkits and guides to help build capacity and activate programs locally.

## Resources

- **National Research:** Keep America Beautiful continually monitors issues and trends within our goals and publishes periodic studies and findings that give Keep America Beautiful and the Affiliate Network data to demonstrate the needs of our work.
- **National Insurance Program:** Keep America Beautiful, in conjunction with USI Insurance Services, offers a comprehensive insurance program for the Keep America Beautiful Affiliate Network, including group premium rates. This benefit of affiliation is available to all nonprofit affiliates. The national program encompasses a broad suite of insurance coverage including, but not limited to: General Liability, Property, Auto, Umbrella, Directors and Officers, Employment Practices, and Cyber Liability.

## Keep America Beautiful Signature Programs

Keep America Beautiful programs are research-based, measurable, and designed for local implementation by our affiliates to improve their community environments. Keep America Beautiful partners with corporate sponsors to provide tools and resources for affiliates to adapt programs for their community. Highlighted programs include:

- **Great American Cleanup®:** the nation's largest community improvement program engages individuals to take greater responsibility for their local environment via community service projects.
- **Cigarette Litter Prevention Program:** the nation's largest cigarette litter reduction program.
- **America Recycles Day®:** the only nationally recognized day dedicated to promoting and celebrating recycling in the United States.

## Community Impact Grants and Special Initiatives:

Keep America Beautiful partners with businesses to provide significant funds and products to our affiliates that can be used for creating and expanding local community improvement programs. Recent national initiatives include grants for beautification, community greening, litter prevention, recycling (including bins), and more.

## Keep America Beautiful Builds Community Affiliates Step-By-Step

Keep America Beautiful trainers guide a community through the affiliate development process:

- **Build Community Support:** A Community Team is built using a tri-sector partnership model
- **Community Training:** Local leaders trained on Keep America Beautiful tools
- **Local Action:** Establish local board of directors and gather information on community issues
- **Affiliation Training:** Board and staff training, discussion about programs, resources, and networking
- **Develop a Community Plan:** Setting goals and objectives
- **Build on Success:** Focus on results, provide incentives, and recognition

## Become an Affiliate!

Keep America Beautiful affiliates bring together residents, businesses, public officials, and civic leaders to identify local concerns and apply the Keep America Beautiful 5-step Model for Change that engages people at every step of the process:

1. Get the facts
2. Prioritize the behaviors
3. Plan systematically
4. Evaluate impacts
5. Provide feedback

Education and behavior change are the cornerstones of our organization – and our affiliates' service projects are based on the knowledge and needs of their local communities.

## Impact on America's Communities

The bottom line? Thanks to the national efforts of Keep America Beautiful, its affiliates, and many partners, volunteers across America are being energized to take an educated and active role in caring for their communities. In doing so, Keep America Beautiful is helping affiliate communities achieve sustainable, tangible results with demonstrated impact.