

BECOME AN AFFILIATE!

Keep America Beautiful affiliates bring together citizens, businesses, public officials and civic leaders to identify local concerns and apply the KAB five-step behavioral process:

- 1) Get the facts
- 2) Involve the people
- 3) Plan systematically
- 4) Focus on results
- 5) Provide positive reinforcement

Education and behavior change are the cornerstones of our organization — and our affiliates' service projects are based on the knowledge and needs of 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, KAB is helping affiliate communities achieve sustainable, tangible results with demonstrated impact.

RESULTS

For every \$1 invested by local government, our affiliates return an average of \$34 on the investment.

For more information about affiliation, contact KAB's Affiliate Services Department: affiliateservices@kab.org

Keep America Beautiful
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kab.org



KEEP AMERICA
BEAUTIFUL
KAB.ORG

BENEFITS OF AFFILIATION

Keep America Beautiful transforms public spaces into beautiful places. Join our powerful national network of affiliates to build and sustain vibrant communities.

NATIONAL CREDIBILITY

Keep America Beautiful's community-based affiliates represent urban, suburban and rural communities ranging in geographic area, population and budget. They all share the same desire to engage their citizens in building and sustaining vibrant communities through litter prevention, recycling and waste reduction, beautification and greening.

NETWORKING OPPORTUNITIES

You will be able to tap into the resources, knowledge and experience of hundreds of peers who are implementing Keep America Beautiful's behavior-change methodology and programs.

- 600+ Affiliate Network - resources, knowledge and experience of thousands of peers
- National Conference
- State Affiliate conferences
- Online collaboration tools

TRAINING/EDUCATIONAL MATERIALS

After completion of affiliate training, additional help is available at national and state conferences, as well as exclusive affiliate webinar opportunities.

TOOLS

Credible and simple-to-use tools:

- **KAB Community Index Appearance Index**
Allows for a quick, reliable visual assessment of the community. Optional indices include those associated with graffiti, illegal signs, vehicles, outdoor storage and other public nuisances and hazards.
- **Focus Area Survey**
Assists communities in determining and examining current ordinance, enforcement and educational programs being utilized.
- **Cost/Benefit Analysis**
A KAB-developed tool provides a formula to calculate an affiliate's overall financial impact on its community. As an example, *for every \$1 invested by local government, KAB affiliates return an average of \$34 in goods, services, outreach, and volunteer engagement.*

KEEP AMERICA BEAUTIFUL BUILDS COMMUNITY AFFILIATES STEP BY STEP

KAB trainers guide a community through the affiliate development process.



GRANTS, IN-KIND DONATIONS, AND SPECIAL INITIATIVES

KAB's partnerships with businesses provide significant funds and products to our affiliates that can be used for creating and expanding local community improvement programs. Recent national partner initiatives include grants for beautification, community greening, litter prevention, recycling (including bins), and more. In the last several years, KAB affiliates, through a competitive process, have received grants and in-kind services valued at more than \$12 million. More information available at kab.org/grants.

EXCLUSIVE BENEFITS TO CERTIFIED AFFILIATES

National Affiliate Awards

Exclusive awards program provides public recognition for innovative local initiatives and achievements. See examples at kab.org/awards.

Organizational and Professional Training

Ongoing opportunities for training throughout the year and support from KAB national staff.

Ongoing Support

Members receive regular email blasts with news and resources to assist in the affiliate's progress and community impact.

KAB Executive Director Online Forums

Access to online tools, documents, networking opportunities and reporting tools in a password-protected site.

President's Circle Designation

Premier designation for affiliates who have exceeded annual "good standing" requirements.

Powerful Programs, Local Impact

KAB programs are research-based, measurable, and designed for local implementation by our affiliates.