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WELCOME

The purpose of this handbook is two-fold. First, we would like to provide new groups with information on forming an affiliate and guidance as you get started. Second, we would like to provide current affiliates with useful resources to support a strong, sustainable affiliate.

New affiliates have specific needs: How should we structure the affiliate? Who should serve on the governing body? How do I determine where we will have the greatest impact? Current affiliates may have questions about Keep Louisiana Beautiful (KLB) and the types of programs and activities endorsed by the organization. We hope that this document will serve as a guide and resource to answer all your questions.

This handbook belongs to the organization and should be available to new directors/coordinators, board and committee members, and key volunteers.

KEEP LOUISIANA BEAUTIFUL OVERVIEW

Mission
To promote personal, corporate and community responsibility for a clean and beautiful Louisiana.

Focus
- Litter Prevention
- Beautification
- Waste Reduction and Recycling

Structure
Keep Louisiana Beautiful (KLB) is a 501C3 non-profit organization led by a board of directors and advisory board.

History
Keep America Beautiful (KAB), our parent organization, was established in 1953 and began certifying affiliate communities in 1976. Currently, there are 40 certified KAB affiliates in Louisiana.

A Louisiana Litter Control and Recycling Commission was formed in the mid-80’s. After extensive national and regional research, the task force adopted the Keep America Beautiful behavioral change model as its blueprint. Governor Mike Foster and First Lady Alice Foster championed the cause, resulting in the formation of the state affiliate in 2000.

Keep Louisiana Beautiful is honored to be entrusted by the State of Louisiana to administer litter prevention programs, training and grant funding to local communities and affiliate organizations throughout the state. The organization’s funding is administered by the state from the litter abatement and education account funds provided for in R.S. 56:10(B)(15).
Present

KLB brings people together to build and sustain vibrant, clean communities. KLB, working together with a wide array of organizations, affiliates and partners is the largest community improvement network in the state, reaching more than 2.3 million Louisianians. We work toward positive behavioral shifts and transform attitudes towards litter and solid waste practices. To realize this goal, KLB maintains that individual responsibility is fundamental, education is foundational, and partnerships are critical to long-term success.

We provide training, professional development, grant funding, program resources, environmental education, litter enforcement tools, public awareness campaigns, trash receptacles, and cleanup supplies to local communities to support their efforts to prevent litter and pollution, reduce waste, increase recycling, and protect and preserve the natural beauty of Louisiana. Having awarded over $3.3 million in grants to fund local programs, KLB is proud to be leading the way in support of clean community initiatives throughout Louisiana.

The collective power of our partners and affiliates is truly the strength of our movement. The value of our volunteer workforce alone tops $1.6 million.

2020 Outcomes Snapshot:
- Engaged 261,618 volunteers and participants in our mission work
- Removed 473,249 lbs. of litter from roadways and waterways
- Collected 1,357,072 lbs. of recyclable materials
- Diverted 558 tons of hazardous materials from landfills
- Taught 25,243 students from 373 schools
- Planted 3,759 trees and gardens

Go to https://keeplouisianabeautiful.org/impact/ for the complete outcomes report.
Chapter 1
Local Affiliate
CHAPTER 1: LOCAL AFFILIATE OVERVIEW

KEEP LOUISIANA BEAUTIFUL AFFILIATE

We believe that everybody deserves to live, work, and play in a clean, healthy, beautiful community. We also believe change is more robust and sustainable when it takes place on the local level by stakeholders and citizens from that community. To that end, growing the network of Keep Louisiana Beautiful partners amplifies local impact. With many hands, we make light work, and we are so much stronger together.

The goal of the Keep Louisiana Beautiful affiliate network is to establish a standard for annual approval and recognition of Louisiana communities whose ongoing litter prevention and community beautification efforts are representative of the mission of Keep Louisiana Beautiful.

Being a Keep Louisiana Beautiful affiliate is a special mark of distinction, and represents a commitment to improving community appearance, promoting citizen engagement and environmental stewardship, and implementing outcomes-based programs. It offers state recognition and sends a strong message to your members, stakeholders, and citizens, as well as city, and state leaders. It signifies that you are part of a greater movement of hundreds of partners and affiliates that have a proven track record of behavioral change and preserving the beauty of Louisiana.

Local affiliates are self-organized groups that have completed the formation process by KLB. An affiliate involves a cross section of their community and has representation from citizens, community and business leaders, educators, enforcement officials, and elected officials. Affiliates organize local efforts to improve the appearance of their community through programs and campaigns to prevent litter and pollution, reduce waste, and beautify public areas. Affiliates have the flexibility and autonomy to make decisions based on the needs of their community, while receiving support and guidance from KLB and other affiliates throughout the state. A Louisiana affiliate is housed within an established non-profit organization, civic or community organization, association, city, or parish. Examples include a Chamber of Commerce, Main Street, or a city or parish government. The affiliate is led by either a newly formed board/committee/commission, or an existing one with a similar purpose such as a beautification committee, or parks and parkways commission.

In addition to participating in KLB programs, affiliates organize their own local community cleanup events, and waste reduction, community improvement and educational programs based on the specific needs in their area. Affiliates recruit volunteers from all walks of life – from elementary students to garden clubs, service organizations to Master Naturalists – to aid in grassroots efforts to improve the environment. The thread that runs through each affiliate is the desire to effect positive change in their communities. KLB provides organizational support, tools, resources, grant funding, in-kind donations, training, education, and recognition to help affiliates build their capacity to ensure the health, stability, and sustainability of the affiliate.
BENEFITS OF AFFILIATION

Affiliates who fulfill the annual requirements are eligible for the following benefits.

Organizational Support
- Alignment with the state’s premier community enhancement organization
- Exclusive use of the Keep (Insert Name) Beautiful name and logo
- KLB Affiliate Handbook: operational and training manual
- Branding and name recognition associated with KLB
- KLB staff support

Networking, Education and Training
- KLB State Conference, networking calls and regional meetings
- Extensive statewide networking opportunities
- Webinars

Tools and Resources
- Affiliate Resource Center, a website information portal
- KLB campaigns, programs, handbooks, and resources
  - Rocksey’s Toolbox: environmental education lessons
  - Litter Enforcement: ordinance templates, litter court handbook
  - Love the Boot Week
- Access to Keep America Beautiful programs
  - America Recycles Day
  - Cigarette Litter Prevention
  - Great American Cleanup
- KLB newsletters, communications, promotions, and marketing materials
- Data tracking and reporting outcomes
- Access to state impact reports

Grants and In-Kind Donations
- Keep Louisiana Beautiful Healthy Communities Grant*
- Keep Louisiana Beautiful affiliate-only grants*
- Keep America Beautiful grants**
- Cleanup supplies and in-kind supplies, as available

* New state affiliates must successfully operate for six-months before being eligible to apply for grants.
** Restrictions apply.

Recognition
- Circle of Excellence
- Keep Louisiana Beautiful Everyday Heroes Awards
- Keep America Beautiful National Awards (limited)
AFFILIATE REQUIREMENTS

Affiliates must meet the minimum annual requirements to maintain affiliate status and to be eligible for grants.

- **Programs:** Conduct a cleanup activity **PLUS** participate in at least one KLB endorsed program, project, or campaign:
  - Rocksey’s Toolbox: elementary school environmental education
  - America Recycles Day (November 15)
  - Arbor Day (Third Friday in January)
  - Love the Boot Week
  - KAB endorsed programs
  - Litter law enforcement efforts
  - Household Hazardous Waste
  - Earth Day
  - Litter prevention and waste reduction media campaigns
  - International Coastal Cleanup (September)
  - Create your own local program focusing on litter prevention, litter removal, waste reduction, recycling, stormwater, marine debris, sustainability, community enhancements, or beautification.

- **Training:** Participate in at least 4 hours of training by KLB (e.g., KLB state conference, affiliate meetings, webinars).

- **Networking:** Participate in at least 3 of 6 KLB affiliate networking calls.

- **Branding:** Use affiliate name and logo on affiliate programs and activities.

- **Leadership:** Have an active affiliate coordinator/chair and affiliate committee/board/commission.

- **Annual Fee:** $150 annual fee paid to KLB by August 1.

- **Outcomes:** Submit annual report.
Chapter 2
Application Process
CHAPTER 2: THE APPLICATION PROCESS

Each year, KLB extends a limited number of invitations to groups to apply. Below outlines the process. More likely than not, if you are reading this handbook, you have completed steps 1-3 and are well on your way to forming an affiliate. We have included all the steps in the formation process as a reference and review.

Step One: Readiness Assessment Tool
The readiness assessment tool will help you self-determine if your group is a viable candidate for local affiliation. It is recommended that you and your group complete the assessment together. Depending on the results, you may decide to move to step two and submit an Affiliate Inquiry or consider waiting until your group is more prepared. This is a self-determining tool for your benefit and will not be submitted to KLB. The assessment tool can be found in the Chapter 4 or downloaded at www.keeplouisianabeautiful.org under Get Involved - Become an affiliate.

Step Two: Inquiry Form
After completing the readiness assessment, if your group is confident that it can manage a successful affiliate effort & would like to proceed, submit the online inquiry form www.keeplouisianabeautiful.org under Get Involved - Become an affiliate. A KLB representative will contact you and schedule an interview with your group. Following the meeting, KLB will either extend an invitation to formally apply or recommend other action(s).

Step Three: Application
Once KLB determines that your group is ready to apply, it will extend an invitation to apply. The online application and a $200 one-time, non-refundable formation fee must be submitted to KLB within 90 days from when the invitation is extended. The number of applicants accepted each year is limited. You may be put on a waiting list depending on the number of previously accepted applicants.

Step Four: Affiliate Formation
When your application and fee has been received, the formation process begins. The steps to formation must be completed and submitted to KLB within twelve (12) months from when KLB receives your application. KLB may approve an extension for extenuating circumstances. Failure to complete the requirements during this extension will result in the cancellation of the application and forfeit of the formation fee.
Chapter 3

Formation Process
CHAPTER 3: THE AFFILIATE FORMATION PROCESS

To ensure your group is positioned for success, it is important to start with a strong foundation. Taking the time now to go through these processes will pay off down the road.

How to form an affiliate:

A. Form a steering committee
B. Select an affiliate coordinator
C. Determine the organizational structure
D. Create Bylaws
E. Establish a governing body
F. Write a mission statement
G. Adopt Logo
H. Attend KLB training
I. Conduct a Community Assessment and Litter Survey
J. Plan for success
K. Establish a budget
L. Announce affiliate

FORM A STEERING COMMITTEE

Pull together a group of individuals from a cross section of your community to serve on a steering committee. The steering committee should have individuals representing the local government, businesses, education, neighborhood associations, and civic groups. The steering committee will guide the affiliate through the formation process. Members of this committee may or may not decide to serve on the governing body.

SELECT AN AFFILIATE COORDINATOR

Local affiliates are encouraged to hire, appoint, or select a coordinator to be responsible for the ongoing operations. This person should be associated or employed by the host entity. They will provide leadership as well as administrative support to the affiliate and the governing body. They will be the main point of contact with KLB. Together, with the support of the affiliate governing body, this person ensures the affiliate meets all the annual requirements set forth in this handbook. This person should have available time and the proper skill set for this role.

The coordinator:
- Works with and may serve on the board of directors
- Serves as your organization’s primary contact for the community
- Serves as the program resource person

In selecting a coordinator, your affiliate should look for an individual who:
- Is poised, persuasive, and articulate
- Understands the program and is committed to its mission
- Has leadership and organizational skills
- Has experience dealing with the public
- Is respected in the community, by city/parish officials, and business leaders
Different Ways to Structure the Affiliate Coordinator Position

Paid Affiliate Coordinator

When funds are available, local affiliates are encouraged to hire or contract an affiliate coordinator even if it is for just 15 hours a week. The most successful affiliates are those who have someone responsible for the on-going operations and program management.

- Means the program is the top priority of at least one person
- Lends continuity and credibility to your organization
- Helps ensure accountability
- Increases probability of program success
- Helps attract qualified candidates

Volunteer Affiliate Coordinator

In some communities, the local coordinator is a volunteer. For a volunteer, serving as coordinator may require up to 10 hours a week. The position is like serving as chairperson or president of a civic organization. A volunteer coordinator should be an individual with the characteristics outlined above and someone that can make more than a one-year commitment. The main disadvantage to a volunteer coordinator is a potential lack of continuity. If a new coordinator takes over each year, long-range plans may be difficult to achieve, and volunteers may find themselves reinventing the wheel.

Existing Staff

Local governments and organizations may decide to expand the job duties of a current employee and appoint them as the affiliate coordinator. It is important that the current employee has the necessary time and skill set to fulfill the requirements. It is also important to revise their job description to reflect the new job responsibilities. If the affiliate is housed in a local government, it is advised that the employee not be in the mayor’s or parish president’s office to protect it from changes in administration and leadership. Departments better suited include environmental services, marketing, economic development, or community development.

Job Description

Whether the job is paid or volunteer, create a job description for the coordinator. A sample job description can be found in the appendix. An ideal candidate will have skills in:

- Organizational management
- Financial management
- Computer and technology
- Written and verbal communications
- Tracking outcomes and reporting
- Program management
- Community and volunteer engagement
DETERMINE ORGANIZATIONAL STRUCTURE

One of the first decisions to make is how large an area to serve. Factors to weigh are:

- Geographic size
- Population
- Available resources
- Proximity to other KLB affiliates and other nonprofit organizations

Every affiliate has its own unique set of needs. To meet the needs of your community, there are several options in organizing the structure of your affiliate.

- A commission appointed by the local governing body usually established by ordinance.
- A committee established under an existing board, commission, or organization usually established by resolution.
- An independent nonprofit organization or 501 (c)(3), established by Articles of Incorporation.
- A board formed by an executive official of an organization or governing body.

Different Types of Organizational Structures

Commissions

A city or parish government appointing members typically form a commission. Sometimes this group may be called a “Board”, but it is formed as part of, or appointed by, the governmental entity. With this type of organization, government management could play a significant role in determining your organization's activities. Changes in administration and the outcome of elections may impact your organization. Being part of the government will give your organization visible recognition and support. It will also allow for close involvement and access to government departments and resources, such as parks and recreation, solid waste, public works, and police.

In most commissions, governments will pay expenses for the affiliate and will provide some compensation for the affiliate’s coordinator. The government management may also ask the affiliate to raise funds for support of its activities or seek in-kind donations. Although governments have tax-exempt status, it is recommended that the commission have a separate line item and budget for account purposes.

How to Form a Commission

Steps to forming a commission may be dictated by your local government, since the commission will be a part of the local governing body. The affiliate commission will report directly to the mayor, parish president, city council or police jury.

A commission is usually formed by an ordinance. An ordinance is a law made by a municipality or other local authority. Ordinances are generally considered “permanent,” and can only be amended by enacting a new ordinance. A sample ordinance for forming a city or parish commission can be found in the appendix.
<table>
<thead>
<tr>
<th>Step</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Work with your local government to determine the needs and roles of a Keep ______ Beautiful affiliate.</td>
</tr>
</tbody>
</table>
| 2    | Decide:  
• If members will be appointed or selected and by whom  
• Length of term for members and whether terms will be staggered |
| 3    | Draft an ordinance for adoption. |
| 4    | Determine the schedule for adopting the ordinance. The city council may require several readings or have other procedural requirements before the ordinance is adopted. |

**Committee**

A committee is formed as part of an existing organization. City or parish departments, associations, established non-profit organizations, or civic organizations that might support an affiliate committee include:

- Public Works or Sanitation Department
- Environmental Services Department
- Health Department
- Parks and Recreation Department
- Chamber of Commerce
- Main Street
- Economic Development Corporation
- Rotary Club

A committee does not require incorporation. The affiliate should establish a separate account for contributions to ensure that these monies are spent on local affiliate efforts only and will not be applied to the general fund.

A committee is usually formed by a resolution. A resolution is a formal expression of opinion, will or intent voted on by an official body or assembly group such as a city council. A policy or position expressed in a resolution is generally considered to have a limited duration because it can be changed at any time by a single vote of council.

*When Should an ordinance be used instead of a resolution?*

Sometimes the answer as to which should be used, ordinance or resolution, is as simple as a statute or charter that specifies use. In general, ministerial and administrative acts may be exercised by resolution, but legislative acts should be made by ordinance.
How to Form a Committee

The steps for creating a committee depend on individual circumstances. Below is a loose guideline.

<table>
<thead>
<tr>
<th>Step</th>
<th>Action</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Research the roles and responsibilities of your chamber of commerce, government agencies, and civic organizations.</td>
</tr>
<tr>
<td>2</td>
<td>Look for existing committees or programs that could be expanded or restructured to accommodate your mission.</td>
</tr>
<tr>
<td>3</td>
<td>Determine which group’s mission and goals best match those of your KLB organization.</td>
</tr>
<tr>
<td>4</td>
<td>When you determine where you want your committee to be, begin working with the organization for adoption of the committee into its structure.</td>
</tr>
<tr>
<td>5</td>
<td>Pass a resolution to form the committee.</td>
</tr>
</tbody>
</table>

Nonprofit Organization

Organizing as a nonprofit corporation offers the most independence and allows for tax-deductible contributions. This structure is typically the most adaptable with the freedom to work with the public, private, and civic sectors. An affiliate structured as a nonprofit organization has more flexibility in seeking and receiving foundation grants and donations. Some nonprofit organizations may even contract with their city or parish governments to provide certain community beautification services or programs.

A nonprofit organization is formed by incorporation. Articles of Incorporation is a legal document of a nonprofit organization filed with the secretary of state to create your nonprofit corporation. Several items to include in the articles to obtain tax-exempt status from the federal government, such as the statement of purpose and statements indicating that the organization will not engage in prohibited political and legislative activity and that all its assets will be dedicated to its exempt purpose under 501(c)(3). Other items include the name of the organization, the name and address of registered agent, legal address, duration of incorporation, name and address of directors, jurisdiction and subject area.

How to Form a Nonprofit Organization

Incorporation requires time and assistance from an attorney and an accountant may be necessary to complete the Internal Revenue Service Applications. A 501(c)3 setup checklist can be found in the appendix.

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<tr>
<th>Step</th>
<th>Action</th>
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<tbody>
<tr>
<td>1</td>
<td>Seek legal assistance. A nonprofit organization is a corporation, and many of the steps involved in incorporating involve legal and binding documents.</td>
</tr>
<tr>
<td>2</td>
<td>Review incorporation in the State of Louisiana with the Secretary of State Office.</td>
</tr>
<tr>
<td>3</td>
<td>Draft your statement of purpose and articles of incorporation. Determination of nonprofit status will depend on these two documents. Identify board members.</td>
</tr>
<tr>
<td>4</td>
<td>Apply for tax-exempt status with the Internal Revenue Service. The preferred IRS status is 501(c)(3) in which donations are tax-deductible. Information on tax-exempt status can be obtained from your local IRS office in the publication.</td>
</tr>
</tbody>
</table>
CREATE BYLAWS

Bylaws are the rules, methods and official guidelines that govern the management of the affiliate. All affiliates need a set of bylaws, whether they are governed by a commission, committee, or board of directors. The key is that written guidelines are important to the long-term stability and viability of your affiliate. It is important not to set bylaws that are too rigid or do not allow for flexibility as changes to the bylaws require approval by the full membership. In addition, bylaws should be consulted before any new policy or procedure is developed to ensure compliance. Sample bylaws are included in the appendix.

Your affiliate’s bylaws should include articles and sections on:

I. Authority and purpose
II. Organization and structure
   a. Members (appointment or election)
   b. Terms (length and start of term)
   c. Responsibilities (dues, meeting attendance, etc.)
   d. Officers and duties (appointed or elected)
III. Meetings
   a. Regular (time frame)
   b. Special
   c. Emergency (provision when there is not enough time to meet)
   d. Quorum
IV. Committees
   a. Executive
   b. Standing
   c. Other
V. Provisions for amendments
   a. When
   b. Who
   c. How
VI. Finance/Dissolution

ESTABLISH A GOVERNING BODY

The governing body is the group of individuals that lead and make decisions for the affiliate. In many affiliates, the governing body is called the “board” while in others it may be called the “committee” or “commission.” For the purpose of this session, we will refer to the governing body as either governing body or board.

Board Size

Large boards can be difficult to manage during meetings and make it hard to keep members engaged. Small boards, however, can limit perspectives and reach in the community. Your affiliate needs to decide what size works best for your group. The size of your governing body should be:

- Determined by your bylaws, ordinance, or resolution
- Large enough to have broad-based, diverse representation of the community
- Small enough to be effective
Board Member Diversity

The board should reflect the diversity of the community served and be welcoming and inclusive to all. Board diversity is a quality of a board of directors that include a range of ethnic, religious, socio-economic status, gender, age and professional perspectives. A board composed of individuals with different opinions and a variety of skills, perspectives, backgrounds, experiences and resources leads to creativity and innovation. Without diversity, your board may not be in touch with the needs of the entire community and recruiting new board members will become a constant challenge.

Consider governing body nominees from:

- Business and Industry
- Chamber of Commerce
- Professional Community, such as:
  - Architects
  - Engineers
  - Accountants
  - Attorneys
- Educational Entities
- Communications/Media
- Civic Groups, such as:
  - Garden Clubs
  - Service clubs
  - Neighborhood associations
  - Church leadership
  - Youth groups
- Local Government, such as:
  - Public Works/Sanitation
  - Mayor’s Office
  - City/Parish Council
  - Health Department
  - Economic and Community Development
  - Law Enforcement

If you are seeking a representative from an organization, ask the organization for a nominee. Do not assume because a person is a member of an organization that they are the organization’s representative. For example, ask the chamber of commerce for a representative instead of stating that one of your members is a member of the chamber and therefore, you have a chamber representative. This gives the other organization an active way to become involved in your organization with an official or designated nominee.
Ex Officio Members
Ex officio board members are individuals who may serve on the board because of their key position or relationship to your organization. Depending on your bylaws or affiliate guidelines, they can be voting or non-voting members. Your governing body can include ex officio members that are determined by positions within the affiliate, such as:

- City manager, mayor, or city council members
- Parish judge and commissioners
- Chamber of commerce president
- Immediate past Chairperson/president of your governing body

Desired Qualities
Your governing body should strike a balance among positive leadership qualities. The following points should be kept in mind when selecting governing body members:

- Governing body members should be committed to your program. Individuals who already have strong commitments to other programs will have to divide their time and loyalties.
- Look for key residents who are recognized leaders, can provide access to neighborhood groups, and/or know how your community works.
- Governing body members should not be so strongly associated with other community issues that they allow the group’s work to be compromised in any way.
- Individuals who have an irreparably poor relationship with the media or any constituency may damage your organization’s reputation.
- It is helpful to have several members who are good public speakers.
- Avoid appointments which only fulfill social or political obligations.
- Look for individuals who can open doors for your organization when you are seeking support, financial or otherwise.

Recruiting Board Members
The support you have secured from within your community will help you recruit governing body members. Your bylaws or organization guidelines should clearly define the process for joining the governing body, by appointment, election, or invitation.

You can recruit members with:

- A letter from the mayor or highest official
- A letter from the chairperson/president
- Personal phone calls
- A reception and meeting for all prospective members

The number one reason that people volunteer is because they are asked. A personal invitation is a great way to get started. Before joining the governing body, the potential members should be provided with what is expected of them, and the type of commitment required. It is a good idea to present the bylaws and expectations in writing when you first meet so they understand upfront what would be required of them.
Responsibilities of a Board

The structure and activities of an organization determine the responsibilities of its governing body. Board members may have varied responsibilities including:

Planning
- Determine and formulate policy
- Set goals, objectives, and priorities
- Develop action plans for carrying out strategies
- Implement programs
- Evaluate internally and externally
- Develop a work plan
- Develop and maintain broad base of support

Fiscal
- Provide proper financial oversight
- Pay annual dues to KLB
- Develop and support budget
- Raise funds

Organizational
- Choose officers
- Form committees and task forces and choose chairpersons
- Meet and report regularly
- Hire coordinator or appoint volunteer coordinator
- Assure proper supplies and equipment
- Focus on results
- Provide positive reinforcement
- Maintain momentum
- Participate in programs and projects
- Promote the program
- Help recruit new Board Members

Executive Committee

Your organization’s executive committee is drawn from its governing body. This committee will assist your organization in addressing issues and handling policy questions that may arise between regular meetings.

The structure of the executive committee will be defined in your bylaws or organization guidelines. Titles may vary, but an executive committee should include:

- Chairperson/President
- Vice chairperson/President
- Secretary
- Treasurer

The executive committee can also include:
- Member-at-large selected from the remaining governing body members
- Immediate past chairperson/president
- All committee chairpersons
The most effective executive committee is one that:
- Balances vision and action
- Has access to a variety of resources
- Will promote the organization and its programs

Succession

Creating a system of succession within the executive committee ensures:
- Continuity for your organization
- A chairperson/president with governing body experience and a broad organizational perspective
- A chairperson/president who has a sense of responsibility for organizational success, having worked hard and earned the position

In a typical succession of officers,
- The chairperson/president steps down and takes a governing body position or ex-officio role on the governing body
- The vice chairperson/president becomes chairperson/president
- The nominating committee selects a new vice chairperson/president

Chairperson/President

The chairperson/president is one of the most influential and public members of your organization. The appointment process should be clearly defined in your bylaws or organization guidelines and should be determined when considering organizational structure. The bylaws or organization guidelines should include who appoints or elects the chairperson/president, when, and for how long.

The primary responsibility of the chairperson/president is to see that the organization’s programs are successful. The chairperson/president will:
- Preside at governing body meetings
- Serve as a spokesperson for the group
- Have a solid working knowledge of the organization’s goals, bylaws, or organization guidelines, policies, and procedures
- Work with the coordinator to establish meeting agendas
- Appoint committee members (may appoint chairs)
- Appoint ad-hoc committees as needed
- Promote the program
- Exercise budget control
- Motivate governing body members

In selecting a chairperson/president, your organization should look for an individual who:
- Has a strong desire to see the community improve
- Gets things done and has a history of accomplishments
- Has a broad base of contacts within the community
- Is persistent and will persevere in spite of lack of support or other discouraging obstacles
- Is able to call upon other community leaders for help and commitment
- Can devote substantial time to meetings and speaking engagements
• Has a strong stake in the local economy
• Has thorough knowledge of the community
• Has experience dealing with the public
• Has demonstrated leadership skills
• Is poised, persuasive, and articulate
• Is considered apolitical and not controversial
• Is receptive to suggestions and advice from others

WRITE A MISSION STATEMENT

Early in the process, your group should develop a written mission statement that states the reason for your organization’s existence, its purpose statement. A mission statement is a one-sentence describing the reason your group exists. A good mission statement should be clear, concise, and useful. It should be descriptive but brief enough for everyone to remember or read it with ease.

A mission statement is a one-sentence statement describing the reason your organization or program exists. (What you do + who/what you do this for).

A mission statement serves 3 primary functions, each geared to different audiences.

Inform External Audiences of What You Do – Your mission statement is a great way to summarize what your group is about, providing context for follow-up information on programs and services.

Focus & Motivate Your Team – Staff and volunteers want to believe in the work they do. Your mission statement should be easy for staff & volunteers to understand, remember, and own.

Guide Strategic Planning & Decisions – Your mission statement should serve as the leadership team’s guiding star when considering priorities and new initiatives.

Guidelines for Creating a Great Mission Statement

1. Clear (Easy to Understand) This is not a time to show off your vocabulary. Use concrete language and keep things simple. Try to keep the vocabulary to an 8th-grade reading level.

2. Concise (Short & To-the-Point) Don’t fall prey to buzzwords, adjective strings and fluff. Aim for 5-14 words, 20 max. This is often the hardest part, but anything longer and you undermine its utility.

3. Useful (Inform. Focus. Guide.) It doesn’t matter how short, clear, or cute your phrase is if it fails to inform others about what you do and focus and guide internal team members and decisions.

Sample Mission Statements

Keep America Beautiful: To inspire and educate people to take action every day to improve and beautify their community environment.

Keep Louisiana Beautiful: To promote personal, corporate and community responsibility for a clean and beautiful Louisiana.

Keep West Monroe Beautiful: To engage individuals, households, and businesses to take greater responsibility for improving their community environments.

Keep Covington Beautiful: To engage all citizens in every aspect of keeping Covington clean and beautiful.

Keep Texas Beautiful: To inspire and empower Texans to keep our communities clean and beautiful.

Keep Austin Beautiful: Inspires and educates all Austinites to volunteer together, beautify green spaces, clean waterways, and reduce waste every day.
ADOPT A LOGO

Putting a visual on what you are doing brings the affiliate to life by communicating in a way that words cannot. A logo gives the affiliate an identity by creating recognition, communicates professionalism, builds trust, and provides a foundation for a visual brand. KLB provides a logo and brand guidelines to affiliates that explain what your logo consists of and how it is used in different applications. KLB requires use of the provided logo to build visual consistency across the affiliate network.

Three general icons (litter abatement, recycling, and beautification) are provided in the logo designed just for you. However, you may customize the logo by choosing an icon and colors that may be indicative to your community rather than using the three provided icons. The icon should combine elements of the affiliate’s mission with something that uniquely defines your local community.

Whenever possible an affiliate should co-brand print and screen work with the Keep Louisiana Beautiful logo. Digital versions of the KLB logo can be downloaded on the Affiliate Resource Center at www.keeplouisianabeautiful.org.

See appendix for Affiliate Logo Guidelines and KLB Logo Guidelines.

ATTEND A KLB TRAINING

KLB will conduct a training session for the new affiliate board. The training will help the board have a greater understanding of issues and how to address them to prevent litter, reduce waste and beautify their community. How to conduct the community assessment and litter survey will also be a part of the initial training.

CONDUCT A COMMUNITY ASSESSMENT AND LITTER SURVEY

It is important to have a comprehensive understanding of the geographic area your affiliate will serve. The community assessment will give you a look into the strengths and weaknesses within your community. The litter survey will shine a light on those litter hot spots in your community. These exercises will arm you with data to guide the affiliate’s work and address the issues. Conducting the community assessment and the litter survey is a requirement for new Louisiana affiliate formation. The community assessment and litter survey can be found in the appendix.

Community Meeting

Once you finish conducting the community assessment and litter survey, it is recommended that you organize a community meeting to get people engaged in the cause. One of the most important parts of starting a new program is to get the facts and involve the people. To be successful, solicit input from the community and engage them in the process.

One way to do this is to organize a community meeting. This type of meeting should provide an opportunity to introduce your new organization. It’s a way to introduce the organization’s board and coordinator to key people in the community. Items to cover in this meeting can include:

<table>
<thead>
<tr>
<th>Groups to include in Community Meeting</th>
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</thead>
<tbody>
<tr>
<td>Chamber of Commerce</td>
</tr>
<tr>
<td>Mayor and City Council</td>
</tr>
<tr>
<td>Press</td>
</tr>
<tr>
<td>Service Clubs</td>
</tr>
<tr>
<td>Merchant Associations</td>
</tr>
<tr>
<td>Garden Clubs/Master Gardeners</td>
</tr>
<tr>
<td>Teachers and School Administrators</td>
</tr>
<tr>
<td>Church Organizations</td>
</tr>
<tr>
<td>Neighborhoods</td>
</tr>
</tbody>
</table>
• Show pictures/slides of sites to be cleaned up (from the litter survey)
• Show pictures/slides of sites to be beautified
• Discuss community strengths and weaknesses (from the community assessment)
• Discuss proposed plans
• Request suggestions or request completion of a survey of need

**PLAN FOR SUCCESS**

Use the information and data collected from the community assessment and the litter survey and information gathered from your community meeting to guide your annual work plan.

Remember it takes time to permanently change behaviors. Our work is like a long-distance race, not a sprint. Spending time in the beginning of the formation process builds a strong foundation that will pay off down the road. Engage your community and stakeholders and have just a few activities in the first year. Once you experience the success of those activities, and have increased your capacity and community engagement, then expand and broaden your reach. Be careful not to get caught in the trap of jumping from one activity to the next, leaving no time to determine if you are facilitating change. Go to the Supplemental Chapter for detailed information on how to create a plan.

Every community, regardless of its size, will need some program funding. Before you begin the fundraising process, your organization must determine its direction and then develop a budget to allow you to get there.

**ESTABLISH A BUDGET**

Your budget should be thorough and realistic. How specific and complex the actual budget document needs to be will vary. A sample budget can be found in the appendix. No matter the size or complexity of your budget, it should include the following:

- **Projected Expenses** – The amount of money you expect to spend in the coming fiscal year, broken down into the categories you expect to spend it in – salaries, supplies, etc.
- **Projected Income** – The amount of money you expect from each of your funding sources, including grants, contracts, fundraising efforts, memberships, and sales of goods or services, broken down by source.
- **Interaction of Expenses and Income** – What gets funded from each of your income sources? If funding comes with restrictions, specific conditions, or guidelines it’s important to build those notes into your budget so that you make sure to spend the money as you’ve told the funder you would.

**ANNOUNCE AFFILIATE**

Now that you have completed all the hard work, it’s time to celebrate your new affiliate status with an official public announcement. Make sure to involve all the people who helped along the way as well as your community stakeholders, and elected officials. Your announcement could be delivered at a special kick-off event, city council meeting, membership meeting or another public event. Make sure to issue a press release and use social media to get the word out. This public announcement will establish your affiliate in the community and attract community members as volunteers.
Chapter 4
Supplemental Information
CHAPTER 4: SUPPLEMENTAL INFORMATION

BOARD OF DIRECTOR INFORMATION

How to Conduct a Board Meeting

Board meetings are an important part of any organization. The purpose of these meetings is to keep board members informed with the organization’s current progress and future goals. They can also be used to discuss any major changes to the organization, hold official votes, and provide guidance to programs and activities. Use the steps below to plan and conduct a successful board meeting. These guidelines should be used for committee and commission meetings as well. Meeting attendance is increased when members know far in advance when they will be held. It is recommended that you set your annual meeting schedule at the beginning of the fiscal year and distribute it to all members.

<table>
<thead>
<tr>
<th>Step</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Set a meeting agenda. Ask members to submit agenda items at least one week prior to meeting.</td>
</tr>
<tr>
<td>2</td>
<td>Email the agenda to committee members at least one week before the meeting. An annual board meeting schedule should be set at the beginning of the fiscal year.</td>
</tr>
<tr>
<td>3</td>
<td>Include financial statements and minutes of the previous meeting for the governing body to review.</td>
</tr>
<tr>
<td>4</td>
<td>Make sure a quorum will be present. The coordinator or governing body member may wish to call all members prior to the meeting to insure a quorum.</td>
</tr>
<tr>
<td>5</td>
<td>Prepare to have enough copies of all necessary materials on hand for your governing body and guests.</td>
</tr>
<tr>
<td>6</td>
<td>Secretary takes minutes.</td>
</tr>
</tbody>
</table>

The chairperson or president conducts the meeting and should:

- Be familiar with Robert’s Rules of Order
- Be familiar with the bylaws or organization guidelines, ordinance, or resolution establishing the organization
- Utilize Parliamentary Procedures
- Ensure the meeting follows the agenda
- Prevent irrelevant discussions
- Serve as an arbiter and facilitator
- Summarize the key points of every agenda item as it is completed
- Summarize the key points of every issue immediately before it is voted on

The members of the governing body should take an active role in the meeting and:

- Leave the meeting knowing what has been accomplished
- Leave the meeting knowing what is expected of them
- Receive a calendar of upcoming events
You can also include various guests in your meetings. Invitations can be extended to officials and community leaders to keep them informed about, and interested in, your organization. Some organizations open their governing body meetings to the media and general membership. Guests should always be introduced at the beginning of a meeting to make sure they feel welcomed.

**NOTE: Affiliates within government entities should check to see if open meeting laws apply.**

It’s important to keep good minutes of every meeting, including planning meetings and committee meetings. Minutes are the responsibility of the secretary. If the secretary is absent, assign someone to record minutes for the meeting. Nonprofit organizations are required by law to take minutes. Consult with a legal professional for advice on what records are necessary to maintain your nonprofit status.

Example of a board meeting agenda can be found in the appendix.

**Understanding the Role of Board Committees and Subcommittees**

What is a committee? According to Robert’s Rules of Order, “a committee is a body of one or more persons appointed or elected by an assembly to consider, investigate, or take action in regard to certain matters or subjects.” This chapter will go over some various types of committees that may be beneficial to your organization but are not required. Your by-laws should address board committees and subcommittees. Board committees should be chaired by a board member. Committees may be composed of just board members or a mix of board members and community volunteers depending on your by-laws.

**Determining Committees**

Each affiliate must determine the type and number of committees it needs to carry out activities and programs. A small, manageable number works best. The committees need to have a specific charge and enough members to complete the charge. Committees carry out the work and mission of your organization. They are the hands-on teams that make things happen. Good committees and committee chairpersons are essential to your organization’s success. The committee should be given information on the organization’s mission and goals. The committee will then be responsible for objectives and tasks as outlined in the section entitled, “Planning for Success.”

**Committee Chairpersons**

Committee chairpersons may be appointed by the board chairperson, nominated by the organization’s nominating committee, or selected by the committee membership. Appointments are typically for one year. For ongoing projects, consider appointing a vice-chairperson who can have a year of training before succeeding to leadership of the committee.

Committee chairpersons should have:

- Time to devote
- Leadership skills
- The ability to focus on the committee’s objectives
- Responsibility for a committee that matches his/her interests
Organizing Committees

Committees create the overall structure of your organization’s workforce. Below are helpful steps that you can take to organize and maintain committees in your organization.

<table>
<thead>
<tr>
<th>Step</th>
<th>Action</th>
<th>Responsibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Arrange a planning meeting</td>
<td>Coordinator/Board</td>
</tr>
<tr>
<td>2</td>
<td>Brainstorm ideas and new projects, prioritize, then divide into committees</td>
<td>Board</td>
</tr>
<tr>
<td>3</td>
<td>Develop a timeline of all projects for the year</td>
<td>Board</td>
</tr>
<tr>
<td>4</td>
<td>Recruit committee members using volunteer lists and personal contacts</td>
<td>Board, Committee Members, Coordinator</td>
</tr>
<tr>
<td>5</td>
<td>Select committee chairpersons</td>
<td>Board</td>
</tr>
<tr>
<td>6</td>
<td>Conduct the first committee meeting by reviewing the organization’s mission and the committee goal(s). Work as a team to determine committee objectives (specific &amp; quantifiable) to accomplish the goal(s)</td>
<td>Committee</td>
</tr>
<tr>
<td>7</td>
<td>Seek committee members to oversee each project</td>
<td>Committee Chairpersons</td>
</tr>
<tr>
<td>8</td>
<td>Stay in touch with committee members and keep them involved and informed</td>
<td>Committee Chairpersons and Coordinator</td>
</tr>
</tbody>
</table>

Types of Committees

Below you will find information on several types of committees; however, it is not necessary to organize all the committees mentioned. Refer to your by-laws for guidance.

1. Executive Committee – composed of the Officers of the Affiliate. This committee carries out the business of the Affiliate at the request of the Board and reports to the Board periodically on its progress.
2. Nominating Committee – consists of members appointed by the President. This committee presents a nomination slate of officers and members each year.
3. Special Projects Committee – provides direction of activities related to special events, programs or initiatives. Often program committees are chaired by a board member and have community volunteers serve on the committee. ie. Fall Cleanup, recycling collection.
4. Community Outreach Committee – conducts activities to enhance environmental awareness through community outlets and local schools. Also provides updates on the Affiliate through media channels.
PLANNING FOR SUCCESS – GOALS AND OBJECTIVES

Once you have the facts about your affiliate, have a governing body in place, and gather information and data on your community, the next step is to plan. You should conduct a brainstorming session and ask your organization’s board/committee/commission members what they would like to accomplish in the next year, and 3-5 years. Once everyone has identified projects and programs, the members should group the ideas into similar topics. These groups generally represent the committees you should set up for your affiliate.

The affiliate’s responsibility does not end here. The Board should prioritize the projects and programs, establish the overall goal of the committee based on these priorities, and ensure that the committee will either have funding, a method for seeking funds, or the authority to secure funds. The committees should have the flexibility to determine the objectives and tasks to accomplish the goals. Planning is an ongoing, cyclic process.

Short-Term Planning

Your organization’s short-term plans will include programs and events. Detailed plans for each program and event will:

- Prevent your organization from wasting time and resources
- Show your community you are making a positive difference
- Encourage continued involvement from volunteers

Planning Checklist

Looking at your plan, be sure you have adequate resources—staff, volunteers, funding, and time—to carry out the year’s plans. For each event or program:
1. Create a timeline as part of the task list
2. Create a budget
3. Determine which committees will be involved (fundraising, publicity, etc.)
4. Assign each task and let the committee decide the action
5. Carry out plans using task list
6. Track activities, expenditures, and time
7. Evaluate the event or program, asking for input from everyone involved
8. File task lists, tracking records, and evaluations for use in planning similar events in the future

An organizational goal/objective worksheet can be found in the appendix.

Program Evaluation
Evaluation is an important last step in any program. A program may outlive its usefulness if it is not consistently evaluated. The best time to evaluate a program is immediately after it is completed. The coordinator and committee should review:

- Participation by the community and volunteers
- Time required
- Funding and resources required
- Revenue (if applicable)
- Number of people reached
- Number of volunteers needed
- Suggestions for what could be done differently
- Parts of the job least/most enjoyed

A sample project/program evaluation can be found in the appendix.

Program Evaluation Tips
Feedback is very important, give credit to all suggestions and criticisms
Accept negative comments
Be objective and open-minded (even the most outrageous ideas can have merit)
Thank everyone for their comments — positive or negative

Long-Term Planning
Long-term planning helps to:

- Keep your organization moving forward toward its mission
- Keep governing body members and volunteers involved
- Demonstrate your goals and potential to prospective donors

To develop a long-term plan, your organization can create a planning committee and appoint one of your officers to chair the committee or have a governing body retreat to discuss and begin the process.

Good long-term plans are developed by:

- Involving committee heads, support staff, and volunteers
- Brainstorming for upcoming years (3–5-year goals)
- Allowing input from a diverse cross-section of your organization

Held regularly, long-term planning sessions help your group:

- Evaluate its progress
- Generate new ideas
WAYS TO FUND THE AFFILIATE

Fundraising

There are many different ways to fundraise for your organization. When reviewing your options, try not to rely on only one type of fundraising, especially if it means depending on sources that could dry up all at once. It’s a good idea to carefully plan an array of fundraising methods to ensure sustainability of your organization for the coming one to five years. Below you will find a few different types of fundraising methods that may be useful to your organization.

Individual Support and Donations

Individual donations are an important source of revenue for many nonprofit organizations. Donations can be solicited online, via mail or in person. Many nonprofits set annual individual fundraising goals, an annual appeal, and use those funds towards their operating expenses. As your organization grows, it’s important to continually build your database of constituents, through newsletter subscribers, volunteers, event participants, etc. so that you can build your core group of supporters. It’s also important to always thank donors. For more specific assistance with fundraising, there are many great online resources available, such as:

http://managementhelp.org/nonprofitfundraising/
https://www.councilofnonprofits.org/tools-resources-categories/fundraising
http://www.thefundraisingauthority.com/

And make sure to familiarize yourself with the IRS guidelines for acknowledging charitable donations:


Local Government Funding

If you plan to solicit funds from the local government during the organization’s first year, work with the appropriate city personnel to determine the steps for funding as soon as possible. Soliciting public funding should be an integral part of securing endorsement from the city/parish council or commission. Be familiar with your community’s budgeting process and work within that time frame to meet all requirements. Point out to local government officials that:

- Your program can result in cost avoidance and dollar savings for the community
- Minimal contributions by local government can be leveraged to produce grants and contributions from the private sector
- Government support lends credibility and prestige to your organization

Stress the avoided costs from cleanup and maintenance of public property, the benefits of sustained litter reduction, and landfill savings of solid waste programs through broad based community efforts. Keep local officials aware of the group’s plans and progress from the beginning.

Some government departments to seek funding from include:

- Community development department
- Public works/sanitation department
- Health department
- Park/recreation department
- Solid waste management and/or recycling provider
- School district
- Local businesses/business district
- Chamber of Commerce
**Business or Corporate Sponsorships**

Sources for private sector donations are vast, diverse, and can extend far beyond the reach of your immediate community. They can provide seed money for projects, sponsor seminars, and even help provide volunteers. Match local businesses with your projects. They can be primary and expedient donors, and your organization can offer them access to their target markets in your community. You can create a menu of sponsorship choices, with levels of donation and benefit.

When seeking out private sector funding, it’s important to have a benefits package that is customized to the needs of the organization you solicit. It’s a good idea to research the donor prospect and determine what benefits are important to them. Some benefits of being a private sector funder include:

- Community and state recognition
- Name recognition on newsletters, brochures, and other promotional items
- Gaining a positive image - Businesses that share your concern about the environment benefit from public association with your organization.

It is equally important, once funding is secured, to keep your program in front of individuals who will make future decisions about funding. Funders typically like to see where their money is going and the effect it has had on the community.

**Crowdfunding**

Crowdfunding is any effort to raise money through donations from a large number of people. This happens through websites tailored to showcase specific projects or causes and accept donations, or it can be done in-person, arranged around high-energy community-building events. A good example of crowdfunding is GeauxForward which is University of Louisiana at Lafayette’s crowdfunding platform, a place where you can give directly to the causes and projects that you want to support. Another example of a crowdfunding platform is GoFundMe.

Crowdfunding has the potential to reach a much more diverse audience than an organization’s regular audience. Both online and in-person crowdfunding can attract and inspire new donors who might not have contributed to the cause otherwise.

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**Fundraising Ideas**

- Tree, Flower, or Seed Sales (with sponsor)
- Community Garage Sale where items are donated to organization by citizens and members (great reuse campaign)
- Sell sponsorships for major events
- Request that the city authorizes a utility bill contribution
- Host a green or sustainability festival or summit and have an exhibit hall where local vendors can purchase booth space
- Hold a coordinated fundraiser similar to a United Way drive by targeting businesses and corporations to make contributions and create challenges between similar businesses (i.e., banks vs. banks)
- Golf tournaments, volleyball tournament, tennis matches, miniature golf, duck races, any team sport activity could become a fundraiser
Grant Writing

Securing grants is based on extensive research and matching your needs with the objectives of the granting organization, be it foundation, corporation, or government entity. Raising money through grants can be an elaborate process. We have provided a basic overview of the grant writing process, but we recommend looking into grant writing professionals or doing more research on grant writing using the resources below.

1. **Project or Program Idea**
Before applying for a grant, you need to determine what you will be using the funding for. Everyone involved in this decision should address available resources needed, objectives for the project or program, and any barriers that may arise. A tentative budget should also be determined.

2. **Determining Potential Funding**
Once you have determined what you need the funding for, it’s time to research different grant opportunities. Grant funds are available from both public and private foundation sources. It’s important to identify grants or funders with matching priorities, noting any restrictions that may prevent you from receiving the grant. Do your research. Make sure that the potential grant funder supports projects or programs like yours. Do not be afraid to call or email the funder to ask questions. This is also a great way to get to know the grant funder.

3. **Know Grant Guidelines**
Grant guidelines are given to applicants to explain what information is required to determine if you will receive the funds. Guidelines can range from very informal to very structured with a specific format and lengthy assurances and certifications. Be sure you follow the guidelines exactly.

4. **Writing the Application**
Be sure that the application reflects your project or program’s focus and design. If using a grant writer, be sure to be heavily involved in the process. Grant writers typically provide guidance but your organization is responsible for the content.

5. **Submitting the Application**
Once the application is completed, review it before submitting to ensure that everything is provided. It must be submitted on time and in compliance with the grant requirements. If the funder requires further information, they will contact you.

6. **Administering the Program or Project**
Even though you received the grant, there is still work that needs to be done. The project or program has to be administered in accordance with what was submitted to the funder. In some instances, you may need to change how it was completed, in which case you would need to explain what changes were made and why.

If you did not receive the grant, it’s sometimes good to call the funder and ask why the application wasn’t funded and what could be done the next time to improve the application. Then modify the application and resubmit.
Grant Writing Resources

<table>
<thead>
<tr>
<th>Resource</th>
<th>Description</th>
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<tbody>
<tr>
<td>The Only Grant-Writing Book You’ll Ever Need</td>
<td>Provides a comprehensive, step-by-step guide for grant writers.</td>
</tr>
<tr>
<td>Grantspace - a service of Foundation Center</td>
<td>Offers webinars, live chats and online classes on how to improve your grant writing.</td>
</tr>
<tr>
<td>Purdue OWL: Grant Writing</td>
<td>Has six steps for grant writing and the process behind each step.</td>
</tr>
<tr>
<td>American Grant Writers’ Association, Inc.</td>
<td>Offers seven different online classes to benefit a wide variety of people.</td>
</tr>
<tr>
<td>Grantsmanship: Program Planning &amp; Proposal Writing</td>
<td>Breaks down the process of grant writing and many ways to go about writing grants.</td>
</tr>
</tbody>
</table>

COST/BENEFIT ANALYSIS

A valuable method to give leverage to your request for funding is to show your benefit to the community. This is done by keeping good records of all volunteer hours, donated goods and services, and any cost avoidance that a city or county government achieved because of your efforts. The information provided should include details on benefits, volunteers, donated goods or services, cost avoidance, government employee time, contributions, and in-kind services. The cost benefit ratio is calculated by dividing the present value of benefits by that of costs and investments.

Value for Volunteer Service

In addition to the value of having a person to assist with programs and projects, volunteers also have a financial benefit. It is important to keep good records of their volunteer activities. The dollar value of this donated time varies depending on the task. When setting a value for your volunteer hours, remember that there are different kinds of volunteers, from professional to laborer. Remember board and committee members are volunteers too and you should track their time as well. If an accountant donates services as an accountant, the value of the donation should be equal to the market value for the donated time. If the accountant picks up the litter, the value would be at the clean-up rate. Another way to determine value is to compare the task to a position in city or county government. Does the city or parish have a litter crew? If yes, use the hourly salary as a value for your volunteers.

We recommend that you use the volunteer rate determined by the Independent Sector. The national value of volunteer time is updated annually. The current value is on the Independent Sector website at: https://www.independentsector.org/volunteer_time. They also provide the value of volunteer time for each state.

A volunteer timesheet can be found in the appendix.

Donated Goods and Services

More than likely, your organization receives, or will receive, non-monetary contributions of goods or services often referred to as “in-kind” contributions or donations. This could include an advertisement in a local newspaper, hot dogs from the grocery store, or a dumpster from a private waste hauler. The value of any goods or services should be equal to the purchase price of the contribution. Whenever possible, ask your contributor for the value. The value is also helpful for thank-you notes and when providing tax-deductible receipts, if applicable.
**Benefit of Cost Avoidance**

The benefit to your program in this area is saving the local government money. Cost avoidance is the value of a project based on what the local government would have spent if it had used a government department or personnel to achieve the same results. The project must be something that the local government currently has within its scope of work. It is based on the actual costs from the local government. As an example, the local government budgeted $1,000 to install trees in a median. Your organization completed the projects with donations and volunteer labor resulting in a cost avoidance of $1,000.

**Cash Donations & Grants**

Cash contributions from a private or non-government source is counted as a benefit. These contributions could be from membership, fundraising, or product sales. If your program receives cash contributions from recycling, the amount is considered a benefit. Private foundation funding would be a benefit. State, government or Council of Government grants for projects, excluding administration, would be a benefit. The administration should be calculated as a cost.

**Costs Associated with Government Employees & In-Kind Services**

To accurately complete a cost/benefit analysis, your program must also calculate the costs or expenses from the local government. If a local government employee is paid or receives compensatory time for assisting you with a project, it should be considered a cost. If an employee assists in planting trees on a Saturday and will receive overtime, your program should calculate the hourly wage of the employee and consider it a cost. If an employee donates time without expectation of overtime or compensatory time, then the time may be considered volunteer hours. Local government services such as equipment, printing or similar services or supplies, such as paper, are costs to your program. To calculate these costs, you should estimate the market value of the service or product. Cash contributions made to your affiliates for staff, projects or materials are also costs.

**Record Keeping**

The simplest way to track your costs and benefits is to maintain records as each project is completed. In this manner you will have a record of the donations and volunteer hours, and once a year can compile an analysis. Remember, every project will not need this type of record keeping, just ones that have a direct cost and benefit to local government.
AFFILIATE ASSESSMENT

It is important from the very beginning to assess the community’s current needs. Planning can help you build on successful programs or determine if you would like to do something different. New members of the Board have an opportunity to be involved with advancement of continuing programs and/or development of new projects. Remember, people take ownership in things they help create and annual planning provides an opportunity to develop ownership.

Planning and taking time to look at “the big picture” to discover what you do well and what you want to improve on, will give direction for goals and objectives and help you evaluate the skills and expertise you need on your Board. Keep Louisiana Beautiful and Keep America Beautiful use a 5-step process to change attitudes:

- Get the facts
- Involve the people
- Plan systematically
- Focus on results
- Provide positive reinforcement

As you see, planning is the link between getting people involved and results. An assessment will help your Board identify your current effectiveness, areas you wish to improve upon, and areas that are not important to you at this time. A need assessment form has been provided to assist you in identifying areas of strength and need. The group may want to either: 1) ask Board members to fill in the form and bring it to a Board meeting or return to a designated person, or 2) set a designated planning meeting, which may be at the time of a regular Board Meeting but without other agenda items.

Ask each Board Member to rate each statement as it pertains to the Board and program. There are no right or wrong answers, only opinions. For example: A (4): Functional Set of By-Laws. A Board Member may rate “Adequate” if they have a recently issued copy of bylaws; however, a new Board Member may not have received a copy of those bylaws and rate “None.”

After the Board has a chance to finish the checklist, each item should be discussed. The moderator or chair should ask for the number of Board Members who rate the statements in each category (Adequate, Needs Improvement, None) and the totals tallied. Or, if the scores have been tallied in advance of the meeting, a copy of the tally should be provided to each member.

The Board should determine how they feel about their answers. If the Board concludes that an action of some type should be taken on a statement, then that statement should be written down with the specific action, date to be completed, and person/committee to do the project. The assessment will help identify areas where your Board can improve and determine the need for developing specific project goals and objectives. You may uncover necessary skills or expertise that your current Board does not have and want to focus on those areas when finding new Board Members. You may also discover that there are certain things which are not important to your Board Members at this time. Whatever action is decided is fine, as long as the Board agrees. The results of the needs assessment and the ensuing goals and objectives should be written down and distributed to your Board Members for follow-through and discussion.

A needs assessment checklist can be found in the appendix.
VOLUNTEERS

Every Keep Louisiana Beautiful program relies on volunteers in some capacity to succeed. Some are even completely run by volunteers. To make a difference, you must reach all segments of your community through a variety of different approaches. Volunteers are the catalyst for real change. With direction from the coordinator/director, volunteers can provide: material resources, donations, recruit other volunteers, and provide a base of support and enthusiasm.

Planning a Volunteer Program

Before you begin accepting volunteers, you need to be sure your affiliate is ready to take on the responsibility of managing extra people. Volunteers can take on many different roles and responsibilities. Some will volunteer a few hours at a cleanup, others are recruited to do a specific project, some might help in the office setting. Be sure to consider the following:

- Is your staff ready and willing to accept volunteers?
- Is your board ready and willing to accept volunteers?
- How will the volunteers become part of mission fulfillment?
- How will the volunteer program be managed and what will volunteers do?
- What resources are needed to maintain a volunteer program? How much will that cost?
- What impact will volunteers have?

Administrative Process

The first step for a volunteer program is the process. There are many questions to answer and documents to prepare before you even start recruiting. Make sure you have a solid plan and everyone involved understands their part.

- Will your volunteers fill out an application? A good application should include contact information, emergency contact information, schedule availability, activity interests, skills, etc.
- Do they need a background or sexual offender screening? If working with youth, seniors or sensitive information this may be a smart move.
- Your application should include a liability form and photo release waiver.
- Will you do interviews or phone screening? Will you accept everyone or have a screening process to determine who fits best? You do not have to accept everyone. Not all volunteers are the right fit and it is ok to say, “No, thank you.”
- How will you have them sign in and out? Do you have a log, weekly time sheets, computer sign in system?
- Where will you track their hours and tasks? Spreadsheets are great, but those affiliates with a budget might want to invest in volunteer management software. Make sure you present a report every year to your board, city council, staff, volunteers and other stakeholders to show what your program has achieved, and the value of the volunteer time provided. You will be required to track and submit volunteer numbers and hours in your KLB annual report.
- Who will decide what tasks they perform and train them? Volunteers do best when placed in the right area. They all have different motivations for giving their time. Make sure you place them correctly so that everyone involved has a positive experience. Make sure you involve staff and other volunteers in these decisions and training.
- A few other items to think about are uniform/t-shirt, name tags, perks (parking spot, break area, free tickets, free compost, etc.) workspace, tools and others you will probably come up with.
Recruitment

It is important to actively recruit individuals from all areas of your community. Having a diverse, inclusive volunteer base will result in a stronger organization. Reach out to neighborhood associations, church and school groups, local Chamber of Commerce, non-profit organizations and civic groups.

Everyone is potentially a volunteer for your organization. Recruiting and maintaining your volunteer base is a constant process. Maintain a volunteer list that includes committee members and individuals you can call on for special projects. Keep your volunteers “in the loop” and take every opportunity to recognize their efforts. Communicate with them often via e-newsletters and event posts, but to do this you must keep record of who they are. Sign-in lists are a must at your events. Keep records to include:

- Name
- Preferred address (home or office)
- Phone number
- Email address
- Areas of interest
- Skills/expertise
- Past involvement with your organization

Who Volunteers

In the Volunteer Recruitment Book, Susan Ellis states, “recruitment is a constant, year-round process of keeping your organization’s name and available volunteer opportunities in front of people.” The book also emphasizes that the ongoing process of securing volunteers is to have identified assignments including: individual or group activities, direct or indirect service positions, committee or governing body appointments, fundraising opportunities, and advocacy efforts.

Your organization needs strategies for public relations, marketing, and recruitment. “Public relations is the art of helping the public to understand what your organization does and encouraging the public to regard your efforts positively,” Ellis states. Public relations focus on creating a positive image for your organization in the minds of a broad base of potential volunteers and stakeholders. Marketing “relies heavily on designing the organization’s offering in terms of the target markets’ needs and desires,” according to Phillip Kotler in his book Marketing for Nonprofit Organizations. Finally, recruitment combines these efforts by identifying specific groups who are most open to your PR and marketing techniques and asking them to volunteer.” When the public knows the name and service provided by your organization, people are more likely to remember your organization when they think about serving,” according to Ellis. Public relations, marketing, and recruitment should be used together to support your organization’s mission.

According to Independent Sector, a national nonprofit information center, the number one way to get people to volunteer is by asking them directly. The second is through participation in an organization. Teens were four times more likely to volunteer if they were asked, according to a survey on volunteering by teens conducted by Independent Sector. Another survey on senior volunteerism indicated that 80%
of seniors volunteered when asked. However, only 20% of those not asked volunteered. Less than one-third of all seniors over age 65 were asked to volunteer according to the survey.

Volunteers are available everywhere. Some trends on volunteering show us that some groups are ready to volunteer, including teens and college students, corporations (especially if family volunteering is promoted), church members, and seniors. The trends also show that virtual volunteering, which includes posting on the Internet and by email, is increasing dramatically. Another trend shows that episodic or short-term volunteering is a favorite method to get involved but not make a long-term commitment.

**Teen Volunteers**

The Independent Sector survey showed that 59.3% or approximately 13.3 million teens between age 12 and 17 are volunteering. These teens are donating an average of 3.5 hours per week. High schools are encouraging community service and some school organizations including student councils and honor societies require it. In addition, universities are looking for students who are not only academic achievers but are involved in their communities. “About 25% of American Colleges have recently instituted volunteer work in the curriculum,” states Jeff Brudney in *Fostering Volunteer Programs in the Public Sector*.

**Business and Corporate Volunteers**

Employee volunteerism has become very common in the business and corporate world. More and more companies are recognizing the value that providing service opportunities to employees brings to the company, the employees themselves, and the community.

Engaging volunteers from corporate employee volunteer programs can have great benefits for organizations looking to recruit dedicated, skilled people. Some ways to encourage volunteerism from local businesses or corporations are:

- Offer group, team building, leadership and other opportunities for building or expanding skill sets
- Be sure to show the impact of corporate/business volunteers; companies like to see the impact they have on the community and what they are investing their time and efforts in

**Volunteer Orientation & Training**

Volunteer roles will vary greatly from someone participating for two hours in a community cleanup to someone helping in the office several hours a week. These next sections contain best practices that might or might not be applicable depending on the type of volunteer position.

Volunteer orientation is your opportunity to define your mission and vision. It doesn’t necessarily help them do their job; it just helps them understand WHY they’re doing it. All volunteers should understand the general performance expectations, safety and security issues, health requirements, attendance, and any other regulations that affect all staff and volunteers of your affiliate.

Volunteer training provides the practical, step-by-step information that volunteers will need to meet their performance standards. Since every position has different duties and expectations, you’ll want to have a training plan for each volunteer position. Keep the following in mind when designing your training plan:
• What is the age group of the person being trained?
• What is their skill level or prior experience?
• What information is essential to start the job?
• What information might be part of ongoing training?
• Are there accommodations needed for this particular volunteer?
• Who are the important people (staff) for the volunteer to meet?
• What scheduling issues are unique to this position?

Support & Supervision

Although volunteers may not be paid staff, they certainly are not free. You have to invest time and resources if you want to ensure your volunteers are effective and instrumental in achieving your mission, and that begins with support and supervision.

Follow this simple Checklist for Volunteer Supervision to ensure your affiliate is ready to manage volunteers:

• Do you have a volunteer handbook or similar handout that contains all of the policies that apply to volunteers?
• Do you have a grievance policy or other strategy for addressing complaints received from volunteers?
• Do you require that each volunteer sign an acknowledgment stating that they have read and agree to abide by the policies?
• Are volunteers subject to discipline, up to and including removal, for failing to follow your nonprofit’s policies?
• Are your disciplinary procedures concerning volunteers applied consistently?
• Are supervisors of volunteers trained in performance counseling so they can help a volunteer address performance weakness?
• Are volunteer records (applications, reference and background check reports) protected and accessible only by those with administrative rights?

Retention and Recognition

Take every opportunity to recognize your volunteers publicly and personally. Volunteer recognition should be considered for all volunteers whether administrative or project volunteers. Ways to recognize your volunteers include:

• Personal letters of appreciation
• Certificates of achievement
• Inclusion in newsletters
• Nomination for an Everyday Hero Award
• Volunteer of the Month recognition
• Presentation and thanks at governing body meetings
• An annual volunteer luncheon or reception
• Promotional items with the organization’s logo
• Phone calls and emails
• Listing volunteers in newspaper articles
It’s important to remember that volunteers can, and do, burn out. A few ways to avoid and handle burnout are:

- Don’t expect a volunteer to serve in the same capacity for an extended period of time (this includes cleanup volunteers).
- Ask repeat volunteers to assist with different projects.
- Work with volunteers to determine how much time they can give at a particular time.
- Rotate volunteers on committees that demand extra time and energy.
- If a volunteer declines to participate, find out why.
- If a volunteer steps away from the organization, keep them on your mailing list. Keep their name, email address, and phone number for future reference.
- Keep your volunteers—active and inactive—apprised of progress toward your organization’s goals so they feel part of the team and can carry that message out to the community at large.
- Check in with your volunteers and make sure they are still happy.

**Volunteer Liability**

The information in this section is provided as a general introduction to issues related to volunteer liability. Your organization should investigate issues at the affiliate level to determine what steps you should take concerning board and volunteer liability.

**United States Volunteer Protection Act**

The United States Volunteer Protection Act [42 U.S.C. § 14503(a)] provides immunity for volunteers serving nonprofits or government for harm caused by their acts or omissions if:

- The volunteer was acting within the scope of his or her responsibilities at the time of the act/omission.
- Appropriate or required, the volunteer was properly licensed, certified or authorized to act.
- The harm wasn’t caused by willful, criminal or reckless misconduct, gross negligence or a conscious, flagrant indifference to the rights or safety of the individual harmed.
- The harm wasn’t caused by the volunteer operating a motor vehicle, vessel or aircraft where the state requires an operator’s license and insurance.

Despite the Volunteer Protection Act, many volunteers remain fully liable for any harm they cause, and all volunteers remain liable for some actions. The law only protects volunteers serving certain nonprofits and governmental entities. The VPA doesn’t prevent a nonprofit from bringing an action against a volunteer, certain nonprofits, and governmental entities.

**Volunteer Protection Laws**

Every state in the U.S. has some form of volunteer protection laws. These laws differ to a great extent. Some state volunteer protection laws only protect directors and officers serving nonprofits; others protect narrow categories of volunteers, such as firefighters or other emergency service personnel. There are a wide range of exceptions to the protections afforded under these laws, as well as other differences reflecting the preferences or specific concerns of the state legislatures against a volunteer.

The federal Volunteer Protection Act preempts state laws “to the extent that such laws are inconsistent with the Act.” However, it doesn’t preempt the additional protection from liability for volunteers that states may provide nor does it preempt a number of other conditions. You need to know what protection...
your state does and doesn’t afford volunteers. One resource is the Nonprofit Risk Management Center’s “State Liability Laws for Charitable Organizations and Volunteers” which provides information online at https://www.nonprofitrisk.org/downloads/state-liability.pdf.

INSURANCE

To protect your nonprofit against liability claims, look at Commercial General Liability, Directors’ and Officers’ Liability, Professional Liability and Automobile Liability coverage. Every nonprofit should identify an insurance professional (agent, broker or consultant) who can help the organization evaluate its need for insurance coverage and coordinate the submission of applications for coverage with various insurance companies.

Various insurance products respond to the different types of claims and losses that might result from volunteer service. For example, medical claims for a volunteer’s services-related injuries will first be covered by the volunteer’s existing health care coverage. You might consider buying a Volunteer Accident Policy to provide excess coverage over the volunteer’s personal coverage. Accident and injury policies will pay claims regardless of who is at fault. Since they provide “excess insurance”—they pay only after other available insurance pays—their costs are relatively inexpensive. Some organizations choose to purchase costlier “primary coverage” by including volunteers under Workers’ Compensation policies.

Insurance also doesn’t safeguard volunteer program participants, but it can help pay for insured losses and the cost of investigating or defending allegations of wrongdoing. The types of losses that may occur determine what types of insurance are appropriate. Major categories of claims include:

- Claims filed against the nonprofit that result from harm or loss suffered by volunteer workers while providing service for the organization or loss caused by volunteers while performing their service.
- Claims filed against the volunteer alleging harm caused by the volunteer while performing service for the organization.

PROGRAMS

Keep Louisiana Beautiful sponsors and supports programs addressing litter prevention, beautification, waste reduction, recycling, and environmental education. Programs may be hosted locally by KLB community affiliates, civic groups, businesses, schools, individuals and more. These programs, as well as the helpful resources and links found on our website, will help you engage those in your community to get involved with ensuring clean and beautiful communities for all of Louisiana.

Below are brief summaries of programs. More information about each program can be found on our website at www.keeplouisianabeautiful.org.

Beautification

Arbor Day

National Arbor Day is observed on the last Friday in April, is a national holiday created to recognize the importance of trees. In Louisiana, Arbor Day is always held the third Friday in January to coincide with our tree-planting season. The most common way people celebrate Arbor Day is to get together in groups to plant trees. Learn more at www.arborday.org. Trees not only help purify the air we breathe but they also provide habitats for birds and other wildlife. Planting a tree creates a lasting impact.
National Planting Day
National Planting Day provides a stage for the important role that greening and beautification play in creating vibrant communities, while highlighting the critical nature of native plants and trees in enhancing biodiversity and rebuilding ecosystems. Beautiful public places transcend aesthetic appeal to positively impact the lives of area residents, visitors, businesses and institutions. Green spaces restore our local economies, creating stronger, more cohesive communities with real dollars-and-cents benefits. Native plantings enhance both the environmental and economic sustainability of neighborhoods and regions.

Here are just a few other beautification ideas you can start right now:

- Plant a tree or garden on a blighted corner
- Cover graffiti
- Organize a neighborhood cleanup day
- Build your own community garden
- Take a canoe out and pick-up litter on the water

Litter Prevention Programs

Love the Boot Week
A week-long event where individuals, families, businesses, schools, universities, and other self-appointed groups across the state can make a difference by conducting a cleanup or beautification project in their area.

[https://keeplouisianabeautiful.org/love-the-boot/](https://keeplouisianabeautiful.org/love-the-boot/)

Adopt-a-Highway
The Adopt-a-Highway program gives groups the opportunity to help their communities by collecting litter and beautifying roadsides.

Cigarette Litter Prevention Program
Keep America Beautiful provides grants to help you combat this growing litter problem in your community.

Great American Cleanup
The Great American Cleanup, which takes place annually between March and May, is the nation’s largest community improvement program.

Recycling Programs

America Recycles Day
America Recycles Day is the only nationally recognized day dedicated to the promotion of recycling programs in the United States.
Youth and Environmental Educational Programs

**Rocksey’s Toolbox Environmental Education Curriculum**

In the spring of 2016, Louisiana Act 72 was signed into law, requiring that students in grades K-5 receive education about litter and its vast implications on our environment. KLB created K-5 environmental education lesson plans and activities that focus on litter, pollution, recycling, and environmental stewardship to protect our watershed and the Gulf. This curriculum is available for download for free complete with lesson plans, activity sheets, and student standards for both formal and non-formal educators (parents, troop leaders, etc.). Throughout the school year, KLB offers education workshops open to all formal and non-formal educators.

**Youth Awards**

KLB’s Everyday Hero Awards program recognizes a student or youth-led group that displays creative thinking and effective leadership to engage peers and make significant impacts in their community.

**Waste in Place**

The Waste in Place curriculum, created by Keep America Beautiful, addresses the problem of waste and its disposal alternatives, and emphasizes responsible solid waste handling practices through hands-on activities for Pre-K to 6th grade. This unique curriculum aims to encourage informed decisions by our future community leaders.

**CREATIVE IDEAS**

One of the many benefits of affiliation with Keep Louisiana Beautiful is networking. Part of networking is sharing ideas and programs. Affiliates are always willing to share ideas and tips. KLB makes this process easy by facilitating training, sharing of programs and resources, and creating a space to collaborate.

**Beautification**

- Tree City, USA is a national program which communities can join. It is a nationwide movement that provides the framework necessary for communities to manage and expand their public trees. Contact treecity@arborday.org or visit arbor.org.
- Adopt-a-Median encourages businesses and organizations to landscape medians on city streets.
- Establish a tree fund where people can donate money in memory or honor of an individual or business.
- Celebrate Arbor Day or co-sponsor the event with a Garden Club.
- Write a tree ordinance(s) to help preserve and plant trees in your community (KLB has sample information and tips on writing an ordinance).
- Conduct contests to recognize landscaping of residential, non-residential, and business properties (Yard of the Month, Week or Year).
- Conduct a sale of flowers, bulbs, or trees. Identify a signature item (Ex: Magnolia is the Louisiana state flower, Louisiana Iris, Swamp Azaleas).
- Partner with your local Master Gardeners to revitalize an underutilized park.
- Work with a local tree nursery to conduct a tree sale and fundraiser for the organization.
- Partner with local business and community organizations to create a community garden.
- Assist a local school in planting an outdoor learning center that provides beauty and an educational area.
- Participate in the Clean City Contest sponsored by the Louisiana Garden Club Federation.
- Plant wildflowers along highways.
Business and Industry

- Sponsor a monthly or annual Clean Business Award, which may include recognition for beautification, cleanliness, and/or waste handling practices.
- Give free litter bags to car washes and auto dealers as a special promotion.
- Survey local businesses on their attitudes about litter, beautification activities, and waste management practices.
- Asks businesses to sign a Voluntary Clean Code, pledging to keep their premises clean and help clean parts of the community.
- Sponsor Clean Builder programs to recognize builders that keep their sites clean.
- Lead the charge for a downtown cleanup. Get local businesses, churches and law enforcement involved.
- Sponsor a Waste in the Workplace seminar to help local businesses with recycling and source reduction).
- Sponsor an Adopt-a-Highway or Adopt-a-Spot challenge to encourage businesses to adopt the area in front of their business.
- Encourage businesses to offer employee training on litter prevention and waste handling practices.
- Conduct workshops at local businesses, i.e., conduct a compost demonstration at a landscaping company office, conduct a waste audit for a business.
- Become part of the Main Street Program to preserve and revitalize historic downtowns and commercial neighborhood districts.

Cleanup

- Send a postcard to businesses and individuals who have made a commitment to keep their property clean. Let them know you’ve noticed and appreciate their efforts.
- Encourage your community to participate in, and plan, beach cleanups. For more information, contact Pontchartrain Conservancy at saveourcoast.org.
- Participate in the Great American Cleanup and Love the Boot Week.
- Adopt-a-Park allows interested citizens to help keep city parks clean and beautiful.
- Organize a cleanup.
- Offer incentives to cleanup volunteers such as seedlings, lunch, special patches, and certificates.
- Sponsor a clean-up competition between rival schools. The school that cleans up the most wins a party.
- Identify the cultural interests of groups in order to diversify cleanups and reach all segments of the community.
- Establish programs with adult probationers or teen courts to work off community service hours by participating in community cleanups.

Civic/Neighborhood

- Encourage neighborhoods to Adopt-a-Spot or Adopt-a-Highway.
- A Neat Street competition encourages cleanliness and beauty and civic leaders may act as judges.
- Create traveling signs for neighborhoods to recognize outstanding efforts in appearance or improvement.
- Coordinate an annual Paint-a-Thon. This effort involves providing volunteer labor and materials to paint owner-occupied homes of the elderly or disabled.
- Offer Neighborhood Matching Grant program to encourage neighborhood beautification.
- “Code Blitz” to identify violations and get them addressed in a timely manner.
• Develop and distribute welcome packets with information about programs, trash service, and annual events.

Education
• Use the free environmental education curriculum, Rocksey’s Toolkit, for formal and non-formal educators.
• Conduct a Litter Art or Recycled Art Show. Make a display of mobiles, collages, or sculptures from pieces of litter. Give awards for prettiest and most unusual.
• Take a field trip to the recycling center or landfill in your community.
• Have students make litter bags, bookmarks, or bulletin boards with environmental messages.
• Issue a student challenge to go out every day and check the outside area for litter.
• Collect and recycle cans. Use the proceeds to purchase materials for landscaping the grounds.
• Host a Beautification Saturday to get parents involved.
• Involve youth groups in a Litter Barrel Painting contest. The barrels may be judged and prizes awarded and/or the new barrels for trash and recycling could be sold to places around town.
• Organize an annual Enviro-Camp.
• Organize youth membership to promote and reward youth involvement.
• Sponsor an annual Clean Campus luncheon to honor students, teachers, and administrators.
• Offer a speaker’s bureau for schools. Request that a school sign up for a specific month for speakers, projects, displays, and campus cleanups.
• Combine efforts with the DARE, Red Ribbon Week, or similar drug-free programs to discuss environmental stewardship.
• Appoint or select Junior Commissioners to be members of your Board or Committee. Members may be chosen by campuses or nominated directly.
• Make anti-litter placemats and laminate for use at chamber of commerce banquets or other events. After their use, the placemats can be given back to the students to take home.
• Create a lending library and education kits for local schools, students, and teachers.
• Establish an annual Little People’s Litter Party targeting daycare and preschool youth.
• Participate in an annual poster contest for Arbor Day and the PTA.
• Organize a contest for school custodians.
• Provide teachers with packets of information including a calendar and resource list.

Law Enforcement/Municipal
• Use the “Louisiana Local Government Litter Ordinance Template and Handbook”, a turnkey, “how to guide,” to develop and implement a litter control program with municipal and parish governments.
• Annually review ordinances and make recommendations.
• Access the “Litter Court Handbook” to serve as a practical guide for Justices of the Peace and Constables in understanding and setting up their own Litter Court within their jurisdiction.
• Organize a “Secure You Load for Clean and Safe Roads” program. Trucks entering disposal facilities must have sufficient load restraints or be fined in addition to other fees. Fines may go to the local affiliate.
• Sponsor a Litter Law Enforcement luncheon that features a municipal judge, a code enforcement officer, and speakers from the sheriff’s office, local police department, and the Department of Public Safety.
• Sponsor a local training session.
• Purchase “Do Not Litter” signs or signs with your logo and attach to neighborhood Crime Watch signs.
• Distribute litter bags printed with your affiliate name and/or city litter ordinances.
• Ask a law enforcement representative to assist in writing a letter to the editor.
• Organize a presentation to the city council or commissioner’s court to support law enforcement efforts.
• Distribute litter law information through the local utility bill.
• Train volunteers to help in identifying persons in violation of their city litter and/or nuisance ordinances.
• Establish a litter hotline.
• Host a luncheon or breakfast for solid waste, public works, parks, or other employees that have assisted your program.
• Ask for space in city newsletter or on utility bills for messages.

Public Awareness

• Celebrate the Great American Cleanup from mid-March to mid-May.
• Publicize your events in community calendars sponsored by the chamber of commerce or cable television stations.
• Create a mascot or costume and have volunteers make appearances at schools, parades, and grand openings.
• Get the mayor or parish president to sign proclamations for Love the Boot or other special events.
• Ask your local newspaper about publishing a weekly article about your program.
• Place your message on bank statements, utility bills, or business statements or add an insert.
• Create a Facebook, Instagram and/or Twitter account to get other generations engaged and involved.
• Ask to put a message on any electronic signs in your community.
• Develop a logo for use on promotional items, parade floats, stationery, etc.
• Hold a photo contest and use the photos to create calendars, posters, or similar items.
• Publish a convenience directory listing important phone numbers, especially regarding environmental questions.
• Sponsor local awards programs.
• Distribute door hangers.
• Host a media “Thank You” luncheon.
• Distribute T-shirts with an anti-litter slogan.
• Participate in major community events such as festivals, parades, and sporting events.
• Utilize city, business, or church newsletters.

Solid Waste Management

• Sponsor a Christmas tree recycling project.
• Work with your local zoo. Some zoos even sponsor recycling days or accept cans as payment or partial payment for entry.
• Develop alternatives to Household Hazardous Wastes and publish a pamphlet. This could be photocopied for little to no expense.
• Contact local waste haulers for help and support of public awareness tools.
• Have an appreciation breakfast for your solid waste and sanitation workers.
• Encourage home composting projects by offering a pamphlet on how to establish a backyard compost.
• Start a hanger recycling program where individuals return hangers to local dry cleaners. In turn, the dry cleaners donate one penny per hanger to beautification projects.
• Start a community drop-off center, or offer to volunteer at a center, to create attention for your affiliate.
• Use recyclable materials to make decorations for public functions or decorations for a community Christmas tree.
• Distribute reusable shopping bags at local grocery stores.
• Sponsor green shopping or “How to be an Environmental Shopper” at a local grocery store.
• Purchase an Eco-Shopping game. Customers pick items and the items are scored based on packaging, recyclable packaging, and other solid waste reduction concepts.
• Plan a “Green Event,” “litter-free” event with recycling opportunities.

Communications – Traditional Media
The media in your community play a key role in getting your message out to the public. Traditional media include television, radio, newspapers, magazines and other printed publications. Garnering media coverage can be an asset in educating members of your community, raising awareness and increasing support for your affiliate.

Keep Louisiana Beautiful regularly communicates with statewide media outlets. We can help amplify your message when your news is shared with us.

Media Relations
Building relationships with the media is about knowing what is newsworthy about what your affiliate is doing and building and leveraging relationships with the media. It is necessary to build a strategic approach to your media relations to determine:

• Who your audience is
• Which types of media best reach your audience
• The best way to shape your message for each type of media

Building a Media List
Compile a list of all media organizations in your area or targeted to your region. These may include:

• Newspapers—daily, weekly, business, niche
• Radio—all music formats, news/talk, religious, public radio, schools
• Television—cable, network, independent, college, high school
• Magazines—regional, local or trade publications

Traditional Media Tips
Don’t send a release to everyone at the media organization — send only to the appropriate person. News is a fast-paced industry and irrelevant news releases can quickly become an irritation.

Do your homework—know your message, know the media. Your first sentence should be the most important and give the reader all of the most important information.

Be concise and to the point, both over the phone and in writing.

Give a working phone number and email address, and be available for questions and answers.

In the body of your release, remember to show how your event or project impacts the community. Show reporters why it will be important for them to spend time reporting it.

Try to find a reporter that will work with your organization all year. This will add consistency to your message.

Become a resource the media can call on for comments on environmental and community issues.

Ensure your website (calendar of events, etc.) is always up to date, and remember to send your website out on all printed materials.

Remember, you are never “off the record” no matter how well you know the reporter/editor.
Create a list of contacts at those media outlets – ensure the correct spelling and update regularly. 

Target:

- Editors
- Publishers
- News directors
- Public service directors/Community affairs directors
- Environmental and neighborhood reporters

The best way to build a list of local reporters is to first read and watch the news outlets in your market. Make note of reporters who cover topics relating to your affiliate and be sure to always include them in your outreach. Make sure you know the submission deadlines for various departments as well.

Approaching the Media

Make personal contact with key members of the media. Be prepared and be concise. Offer them an organizational fact sheet that includes:

- Your group’s history and goals
- Current projects/events/programs
- Hard news about your program (i.e., statistics on litter reduction, cost benefits of your programs, impact on community)
- Key officers/sponsors
- Regular meeting schedule
- Your group’s affiliation with other state and national organizations

When approaching the media, you want to be friendly, professional, and cooperative – you are helping them in providing news to your community. Do not, under any circumstances, ever guess about facts or fabricate them. If you don’t know the answer to a question, then tell them you will contact someone within your organization who does know. Take their contact information and get back to them within 48 hours. If finding the answer takes longer than that, contact them to give them a status update.

Always Ask: Is it Newsworthy?

- Tailor your information appropriately to the kind of stories your local media covers.
- Assess the value of your news and contact the right person. If necessary, ask a friend or relative for feedback—remember, your information should be considered newsworthy to a wide audience of people, not simply those within your organization.
- Consider how widely to distribute your information—what is considered news in one community may not be considered news in another community.
- Remember that even if your story or event may have real news value, it can always be preempted by a breaking story like war, disaster, or tragedy. Pay close attention to your local news before sending something out.
- Remember: winning awards may be very important to your organization, but it is often the kind of “soft news” that does not get picked up unless it impacts the community at large or involves a prominent member of the community. Some newspapers run columns that list achievements by individuals and organizations, so be prepared to re-cast your news in several different lights for maximum exposure.
Newspapers

There are a number of ways to get a story in the newspaper. Examples include:

- Writing a press release following the newspaper’s guidelines.
- Sending a media alert that outlines the who, what, when, where and why of an upcoming event.
- Sending an interesting photograph with an attached outline describing who or what the photo is about. Be concise and informative in your outline. Be sure to credit the photographer and give the newspaper the right to print the photo.
- Composing a letter to the editor that offers interesting facts on a particular topic relevant to your community, i.e., the benefits of curbside recycling or litter prevention efforts in your community.

*Remember, nothing guarantees an article or photo will be printed.*

Pitches and Press Releases

The primary tools that you will use to conduct media outreach are pitches and press releases. Follow these basic guidelines when crafting a press release to convey a professional, polished voice for your organization.

A **pitch** is used to convince a journalist that your story is newsworthy and relevant. It can either supplement a press release or serve as a stand-alone tool. A pitch is less formal than a press release and typically targeted to a specific reporter. It outlines your story and indicates why it is of interest to the reporter.

A **press release** is an official written statement to the media.

- Keep Louisiana Beautiful provides press release templates to assist in promoting many of our programs, awards, grants, etc., in your community.
- Press releases should be on your letterhead. Include your organization’s logo and, if appropriate, the KLB logo as well. Use a common, easy-to-read font and use options like bold, italics and exclamation points sparingly. Writing should be tight, to the point and informative.
- Be mindful of your timing – avoid sending news during lunchtime or near the end of the day, since there is a chance it will be more easily overlooked.
- The name, telephone number and email of your group’s contact must appear at the top. List the number/email by which they are most accessible.
- Use a catchy headline, but note that the reporter may come up with their own. Utilize a sub-headline with a more informative tone to convey more additional information.
- Limit your release to one page.
- Short sentences with active verbs are best.
- Double and triple check names, spellings, locations, numbers, and grammar. Follow a commonly used journalism style (AP or Chicago) and let it dictate how you handle certain issues like capitalization and titles.
Television

Television news is the most visual way to communicate your message. Three ways to get your message on television are:

**Public Service Announcements (PSAs)**

The public service director is your primary contact in getting your PSAs on the air. The PSA director may also be able to help with filming or production. Some stations will not run PSAs with corporate sponsor names listed. Check before you start production.

Your public service announcement must be:

- Professionally produced or produced by the station
- Non-Religious
- Non-Partisan

Topics to pitch include:

- Citywide cleanups
- America Recycles Day
- Love the Boot events
- New community recycling programs
- Local education or outreach programs

**News Coverage**

The station’s assignment editor/director is the key contact -- he/she assigns reporters to cover events. In a smaller station, the news director may also be the assignment director.

To contact the assignment editor:

- Send a press release or media advisory including contact information well in advance.
- Send clear and concise directions to the location of your event.
- Follow up by phone a day or two before the event. You may need to re-send or hand deliver the information.

**Morning News Programming**

Many stations have guests on their morning news to talk about upcoming events in the area. Find out if your local stations do this and how you can be included.

**Radio/Podcast**

Radio stations can air your messages as:

**Public Service Announcements**

Radio PSAs are either recorded or read live by a DJ. Talk to your local stations to find out what they use. PSAs should be sent to the station’s public service director two to three weeks before the event.

In small communities, you may be able to record a PSA. If so,

- Find the person in your organization with the best voice or experience.
• Practice beforehand. Read quickly, but clearly. Enunciate and remember to provide a contact name, phone number and website.
• Know the length of your PSA beforehand (:15, :30, or :60).
• Time yourself. Thirty seconds should be thirty seconds – no more, no less.

Public Affairs Programs
Many radio stations invite guests to come by the station or have call-in interviews. Find out which stations use this format, and plan to get on as many as possible throughout the year. Remember: it is highly improbable to secure air time on radio stations that do not create their own programming. Stations owned by large conglomerates generally require PSAs to come from their main office.

 Tips for Live Interviews
Ask the reporter questions before you start.
Be honest.
Be positive.
Plan the points you want to make.
Make written notes of statistics, names, and telephone numbers beforehand, and bring them with you. Practice any names or locations that might be difficult to say.
Be quotable; news outlets have an easier time running a piece if they have sound bites to re-play.
Remember: you are never off the record. Watch what you say and to whom you say it.

COMMUNICATIONS – SOCIAL MEDIA
Social media has become an increasingly important communication tool for organizations. It provides an opportunity to share your story, engage with supporters, and get tangible results. Although these tools are typically free to use, you will need to invest time to successfully manage your social media campaigns.

• Social media can:
  • Generate public awareness
  • Provide public accountability and transparency
  • Provide instant feedback
  • Inspire action

The content you create on social media should tie back to your overall communications plan. Consider the larger picture when connecting your affiliate’s social media efforts to your website, blog, email newsletters, and traditional media outreach.

Goals/Outlets to Consider
Your first step before utilizing any social media platform is to ask what your affiliate aims to accomplish. What are you raising awareness for? Is it important to secure donations, or to get volunteers for your programs? Having clear goals will help guide your social media campaign.
<table>
<thead>
<tr>
<th>Goal</th>
<th>Suggested Social Media Outlet</th>
</tr>
</thead>
<tbody>
<tr>
<td>Get people to sign up to a campaign or pledge their support</td>
<td>Facebook, Instagram, Twitter</td>
</tr>
<tr>
<td>Demonstrate Impact</td>
<td>Facebook, YouTube, Instagram</td>
</tr>
<tr>
<td>Share Knowledge</td>
<td>Blogs, Facebook, LinkedIn</td>
</tr>
<tr>
<td>Build Communities</td>
<td>Facebook, Twitter, Instagram</td>
</tr>
<tr>
<td>Recruit Volunteers</td>
<td>Facebook, Twitter, Instagram</td>
</tr>
</tbody>
</table>

**Getting Started**

- Create a master email account for all of your social media accounts, or use a generic account your organization already has set up that won’t change in the future.
- (Ex: communications@organization.org). This way if a staff person leaves their job, the login isn’t tied to their personal email address. This is especially important for Facebook.
- When possible, add more than one user to your social media accounts. This is especially important for Facebook.
- Reserve your name on all social media platforms, even if you don’t plan to use them in the short term. Try to keep the name consistent across all platforms.
- Create an editorial calendar to help forecast posts for the year.
- Choose the tools that are going to work best for your affiliate. Don’t spread yourself too thin trying to manage every option that is out there. Engaging your audience on two or three networks will have a much greater impact than trying to manage five networks poorly.

**Identify Target Audience**

Once you have your goals in place, determine who your target audiences are. Audiences may vary depending on your goals. You may target corporations for sponsorships with some of your posts, and at other times, try to recruit volunteers. Consider what types of people may volunteer and tailor the messaging toward them, and to the right social media tool, when appropriate.

**Facebook**

Facebook is the cornerstone of your online presence, and should be viewed as an extension of your other marketing efforts, and even your website. There are a multitude of ways to utilize Facebook. You can recruit volunteers and sponsors for events, lend your expertise to a subject by sharing a blog post from your website, or showcase your affiliate’s impact by sharing your annual report or event wrap up photos and videos.
Some ways you can utilize Facebook are:

- **Make Requests:** Post requests for volunteers, donations, resources, supplies, etc.
- **Acknowledgments:** Give praise to your sponsors, volunteers and donors. Be sure to tag companies and include compelling photos.
- **Partners:** Share posts from partner organizations.
- **Blog Teasers:** If your affiliate has a blog, share your posts on Facebook to reach a broader audience and direct traffic to your website.

Create Events: Use Facebook’s event tools to share your cleanups, programming, or any upcoming events with your followers. This makes your event easy for followers to share with their own networks. Here are some Facebook tips for those who are new to the platform:

- Like the Keep Louisiana Beautiful page.
- Set up more than one admin for your Facebook account so that multiple staff or board members can post on the organization’s behalf or respond to your followers’ questions. This is a best practice to ensure that your organization can maintain access to your page.
- Interact with other relevant pages who support your mission. Make sure to interact with your fans and posts you are tagged in. Leave a comment and thank people for sharing.
- Prioritize posts with photos to get more engagement. People tend to skim over text, but will pay more attention to photos.
- In the admin panel, turn on Similar Page Suggestions. This will recommend your page to people who like similar pages and is a good way to gain new followers.
- Turn on your direct messages so people can communicate with you. Try to respond to messages within 24 hours.
- Recruit some Social Media Ambassadors! Involve your board members, staff, and volunteers and ask them to engage regularly on your page for more visibility.
- Use Facebook’s native scheduling function to save yourself time by scheduling posts in advance.

**Twitter**

Twitter has a huge user base accessing its constant stream of information. Relevant trending news constantly changes, and millions of people now rely on Twitter feeds for the latest news and information. Twitter is the best channel to spread news rapidly, inform and mobilize your volunteers, and gain new supporters.

Here’s how you can use Twitter to your advantage:

- **Make Requests:** Post requests for volunteers, donations, resources, supplies, etc.
- **Acknowledgments:** Give praise to your sponsors, volunteers and donors. Be sure to tag companies and include compelling photos.
- **Share Accomplishments**
- **Share news from the @keeplouisianabeautiful account**
- **Live Tweet from an event**
- **Use Twitter to connect with local media.** If you’re looking for press coverage, you can find reporter contacts online, including bloggers and other online-only publications. Connect with them to share your affiliate news.
Some Twitter tips:

- Follow @keepLAbeautiful to stay on top of the latest KLB news, programming, and events.
- Create a hashtag to support a campaign. Make sure it is one that can easily be associated with your affiliate. Be sure to search the hashtag before you start using it to make sure that it isn’t already being used for something that isn’t aligned with your organization. Encourage your volunteers and board members to utilize the hashtag as much as possible.
- Don’t overuse the hashtags! Tweets with more than two hashtags drops engagement significantly.
- Start a conversation. Ask questions to encourage engagement.
- Keep the conversation going. Respond back to your followers. Organize accounts into Twitter lists. This can help you to organize and track who you’re following on Twitter. Examples for lists: Sponsors, Donors, Volunteers, Press, Partners, etc. You can even make your Twitter lists private.
- Use a service like Bitly.com to shorten your URLs to maximize your character count.
- Short on time? Schedule your tweets using a free service like Buffer or Hootsuite.
- Tweet often! Because the Twitter feed moves so quickly, it is a best practice to Tweet more to get your message seen.

**Instagram**

With the right strategy, Instagram can be a powerful tool for visual storytelling. In order to be successful on Instagram, you have to post photos regularly to build up a community of followers, especially if you are looking to market to Generation Y or Millennials.

Here is how you can utilize Instagram:

- **Affiliate-Centric Content**: Showcase what you have to offer with photos of your affiliate’s impact. Share before and after photos of a project. Showcase your donors. Participate in Throwback Thursday with fun photos from the past.
- **Behind the Scenes Content**: Gives followers an inside look at how things are done within your organization. This is an opportunity to be transparent and authentic. Take photos of your staff doing what they do every day. Take photos of your volunteers hard at work.
- **Inspirational & Motivational Quotes**: Use quotes that resonate with your followers and compliment your brand. This is a great way to share quotes from your volunteers about the impact your organization makes.

Some Instagram tips include:

- Follow @keeplouisianabeautiful.
- If you have a website, make sure to update your bio page to include the current link.
- Instagram offers another opportunity to utilize the hashtags that you are using in your Facebook and Twitter campaigns. Make sure it is one that can easily be associated with your affiliate. Be sure to search the hashtag before you start using it to make sure that it isn’t already being used for something that isn’t aligned with your organization. Encourage your volunteers and board members to utilize the hashtag as much as possible.
- Use Instagram to report live from events. When the event is over you can convert images to a web-based slideshow or video slideshow and share it again. Try using Instagram stories to share moments as they happen.
- Interview a sponsor, board member, volunteer, etc. using the video feature.
- Use the Repost app to repost images from other accounts you follow. Make sure to tag the original poster.
• Post regularly, but only if your photos are compelling. Get creative and add variety to the posts you are sharing to help balance consistency and quality.
• Tell a story. Use the caption to expand your photo and tell part of the story someone may not know just by looking at the photo.
• Use photos as a call to action. Drive visitors to your website and invite them to learn more by reading your blog, making a donation, or signing up to volunteer. Although you cannot directly link within Instagram posts, you can add a link to your bio and change it frequently, directing followers there through your posts.
• Don’t apply filters to your affiliate photos. Organization photos with no filters tend to draw more likes.
• Look into tools to schedule your posts in advance. Instagram doesn’t offer a native function, but there are apps available to do this like Buffer, Planoly, Plann, and Later.

Social Media tips, tricks, and tools can be found in the Appendix.

Email Marketing

Email marketing can be a great way to get news out to your volunteers, update them on last minute event changes, and keep them informed on current programs and initiatives your organization is working on.

Here’s how you can utilize email marketing:

• Event Communication: Promote upcoming events, share details and registration links, and communicate important updates.
• Monthly Round-up: Let supporters know about projects your organization is working on in the coming month and encourage participation.
• Sponsors/Partners: Give a shout out to partners and sponsors that support you. Forward any email mentions to your sponsors and show them how you thank them.
• Requests: Email communications is a great opportunity to post requests for volunteers, donors, resources, and more.

Tips for email marketing include:

• Build your email list. If you have a website, you can encourage people to sign up for your newsletter there. If sending an email through your own email account, create a contact list with detailed information to help keep track of and continue to add to your contact list. Remember to get permission to send your email campaigns to your contacts.
• Create a consistent campaign that gives people incentive to sign up for your email list or encourages them to open the email. A monthly round-up is a great way to do this.
• If your email list has grown and you’d like to start sending stylized email campaigns, use a tool like Constant Contact, Mailchimp or Emma.
• Use eye-catching subject lines.
TRAINING FOR YOUR ORGANIZATION

Three types of training are recommended for the governing body and director/coordinator: a new member orientation, an annual retreat, and ongoing training.

New Member Orientation

An orientation for new governing body members can help define duties and responsibilities. New governing body members should be given a handbook with materials about your organization.

Annual Board of Directors Retreat

Board members should meet annually to review or discuss the status of the organization. The members may want to review your mission statement, bylaws, and/or organization guidelines to ensure that they are meeting the needs of the organization. Other topics may include reviewing or developing strategic plans, goals, and objectives, and the role and responsibilities of the governing body.

At the annual board retreat, it may be helpful to create a survey that you can send out before the meeting or provide to board members at the meeting. A survey form is a good way to collect and update information such as:

- What affiliation they have with other volunteer organizations
- Where they work
- What their hobbies and interests are
- Why they got involved with your organization
- What skills and qualities they bring to the organization
- What they see as the organization’s three biggest challenges
- What you want to accomplish at the retreat

Planning a Board Retreat

Bringing the entire board together in person can be a challenge. In order to ensure its successful execution, and make the board members want to attend, you need to create a focused, meaningful, and enjoyable experience for everyone. Below are some steps for running a successful board retreat.

---

**Items to Include in New Members Handbook**

- History of organization and accomplishments
- Ordinance or resolution establishing the organization
- Strategic plan
- Mission statement
- Budget
- Staff organizational chart
- Governing body list with addresses and phone numbers
- Literature about the organization
- Committee list and duties
- Calendar of events
You may decide to have a trainer lead the retreat to go over some of the desired topics. Ask Keep Louisiana Beautiful about individuals that would be good at addressing your training needs. Check with local nonprofit organizations including United Way. Ask for assistance from the City or School District. Investigate potential trainers from local technical schools, colleges, or universities. When making arrangements with a trainer, describe your needs so they have an opportunity to determine if they are the best person for you. If you have not been able to determine the needs for the training, ask the trainer for assistance.
Some things to keep in mind if you plan to have a trainer at the retreat are:

- Select date, time and place. It is extremely important that all of your governing body members be present. Work with the members to determine the best date and place. Make sure that you have enough time to accomplish the training. The training may be several hours, all day, or two days.
- During training take good notes and make sure that results are in writing, so that they may be provided to all governing body members. Provide the results as soon as possible (within 7-10 days preferably) after the training or at least before the next scheduled meeting.

Ongoing Training

Governing body members should be given the opportunity to learn, grow, and develop throughout the year. Some ways to provide ongoing training are:

- Inviting speakers from other organizations to do a training
- Have speakers on specific topics of technical interest
- Host field trips to other communities or to conferences/seminars
- Have a group exploration of your affiliate
- Attend a KLB Training or the KLB Annual State Conference

<table>
<thead>
<tr>
<th>Training Opportunity</th>
<th>Focus</th>
<th>Who Should Attend</th>
<th>Timing</th>
</tr>
</thead>
<tbody>
<tr>
<td>KLB Annual State Conference</td>
<td>An array of educational sessions that relay pertinent, innovative approaches to community beautification, waste reduction, litter prevention, recycling and environmental education</td>
<td>Board members, volunteers, affiliate directors, staff, non-profits, government agencies, and universities</td>
<td>Fall</td>
</tr>
<tr>
<td>KLB Regional Affiliate Trainings</td>
<td>Covers a variety of topics such as organizational capacity, fundraising, program management, volunteer management, and event planning</td>
<td>Board members, affiliate directors, and staff</td>
<td>June</td>
</tr>
<tr>
<td>Webinar Trainings</td>
<td>Various topics that pertain to local initiatives and programs related to the three KLB focus areas: litter prevention, waste reduction, recycling, environmental education, and beautification</td>
<td>Board members, affiliate directors, staff, and volunteers</td>
<td>Throughout the year</td>
</tr>
</tbody>
</table>

AWARDS

Each year, KLB recognizes those that go the extra mile to keep our communities clean, beautiful, and litter-free. These are the men, women, children, businesses, and organizations that are moving Louisiana towards a more sustainable future through innovative programs, hard work, and dedication to greener, cleaner communities. Nominations for these awards open in early summer each year, and honorees are announced and celebrated at our annual Everyday Hero Awards Banquet at the annual State Conference.

Affiliates can recognize the impacts that individuals, schools, businesses, and communities have had on environmental and beautification efforts throughout the year. Entering awards competitions gives your organization opportunities for:
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• Monetary awards (Alice Foster Award and Corporate Award excluded)
• Prestige as an award-winning organization
• Validation of your program within the community, among your donors and to your volunteers
• Increased participation from your community—people want to join a winning team
• Gauging your progress in program development
• Helping your organization set goals
• Providing an incentive to volunteers

How to Keep Winning Records

Good record keeping is the first step in entering any award competition. Records and data should be kept from the beginning of a project to the end.

<table>
<thead>
<tr>
<th>Step</th>
<th>Action</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>At the beginning of the year, set up a file for each of the categories, like cleanup or recycling.</td>
</tr>
<tr>
<td>2</td>
<td>During the year, place pertinent items in each file.</td>
</tr>
<tr>
<td>3</td>
<td>Take a lot of photographs—you’ll need them for award entries and displays.</td>
</tr>
<tr>
<td>4</td>
<td>Collect information about cleanup, recycling and beautification efforts from: Schools: Individuals, Teachers: Businesses, School Administrators: Civic Organizations, Public housing authority: Neighborhood associations, Government Officials</td>
</tr>
<tr>
<td>5</td>
<td>Plan to set aside time. Filling out award applications can be very time-consuming.</td>
</tr>
<tr>
<td>6</td>
<td>Return to the files you created at the beginning of the year. If your files are complete, you should have most of the information you’ll need right in front of you.</td>
</tr>
</tbody>
</table>

Tracking Media Placements

Media coverage can play an important role in an award entry. In order to track your media placements:

• Clip newspaper articles of all the stories written about your group and its projects.
• Use a clipping service or appoint one of your volunteers to clip articles.
• Track the number of radio and/or television minutes broadcast about your program.
• Include public service announcements, remote broadcasts, news stories and production time donated.

Tracking Non-Financial Gifts

Throughout the year, keep track of non-financial gifts including:

• In-kind donations of goods and services
• Volunteer hours
• Equipment donated by businesses
• Time supplied by interns and classes

Have project chairpersons track cash donations, in-kind donations and the number of people involved in each event.

Tips for Award-Winning Entries

Read the rules thoroughly before entering
Read the questions thoroughly
Answer the question asked
Talk to previous winners
Be concise
Ask experienced writers in your community to help with the final draft
Proofread carefully for mistakes
Look for key words in the questions and answer accordingly
Be neat
Set up an appointment with KTB staff to review past applications
Everyday Hero Awards

There are eight categories for these awards, both for individuals and groups or organizations. The different categories are listed below. More information about how to nominate an Everyday Hero can be found at keeplouisianabeautiful.org.

Alice Foster Award: Louisiana’s former First Lady, Alice Foster, played a crucial role in beautification and preservation efforts across the state in helping to launch Keep Louisiana Beautiful. The Alice Foster Award recognizes an individual volunteer for their exceptional legacy and leadership in litter prevention, waste reduction, recycling and beautification. Submission must describe how the nominee became involved in community or environmental projects, and how this work has impacted his or her local community. Include the nominee’s background, number of years involved in the effort and other accomplishments.

Golden Can Award: This award recognizes a public servant who displays a deep commitment to KLB’s mission in their daily work by going above and beyond the call of duty. Eligible parties include state, parish and municipal employees, elected officials, and educators.

Most Innovative Program: This award recognizes a successful beautification, litter prevention, recycling or waste reduction program led by a school, civic group, non-profit or KAB affiliate. Nominations must include a description of the program and explain how it benefits the community. Include any partnerships that make this program possible, as well as how volunteers contribute to the success.

Youth Leadership Award: This award recognizes a student or youth-led group (kindergarten through college) that displays creative thinking and effective leadership to engage their peers and make significant impacts in their community.

Outstanding Affiliate: This award recognizes a KAB affiliate that shows fortitude, leadership, creative and diverse programming, as well as community engagement. Give specific examples in providing a descriptive “snapshot” of the affiliate’s work in their local community.

Outstanding Affiliate Director: This award recognizes a KAB affiliate director in Louisiana who demonstrates exceptional dedication to KLB’s mission. This individual displays leadership in building a strong and sustainable organization. Entry should include specific examples of successes, program development, challenges met and community engagement.

Corporate Leadership Award: This award recognizes a business that demonstrates a consistent dedication to KLB’s mission, environmental stewardship and community enrichment. For consideration, the entry must describe internal and external programming, employee volunteer programs, investment actions, such as sponsorship and grants, or other relevant actions. Describe the impact these efforts have on improving the local community.

Litter Enforcement Recognition Award: This award recognizes law enforcement personnel including justices of the peace, constables, judges, and code enforcement officers who are successful at enforcing state, parish or city litter and illegal dumping laws. Describe how they have been successful in enforcing environmental laws in Louisiana.
Chapter 5
Appendices
CHAPTER 5: APPENDICES

GLOSSARY

**Adopt-a-Highway Program**  The public awareness program of the Louisiana Department of Transportation to assist in the control and reduction of litter in the long term on an adopted section of state highway right-of-way cleaned by volunteers.

**Chairperson**  The person who presides over the governing body of a Keep Louisiana Beautiful community.

**Community**  A group of people who share traditions and values or the residents of a geographic area (city or county) who may be loosely or closely associated.

**Composting**  The controlled biological decomposition of organic solid waste under aerobic (in the presence of oxygen) conditions.

**Coordinator/Director**  The person who directs the KLB/KAB program on a day-to-day basis. This person can be a volunteer or a paid staff member.

**Ex-Officio Board Member**  Individuals who serve on the board because they hold a key position within the organization or have a key relationship to the organization.

**Keep America Beautiful, Inc. (KAB)**  Keep America Beautiful is the nation’s leading nonprofit that brings people together to build and sustain vibrant communities. With a national network of community-based affiliates, KAB works with millions of volunteers who take action in their communities to transform public spaces into beautiful places.

**Landfilling**  A method of disposing of refuse on land without creating nuisances or hazards to public health or safety. Careful preparation of the fill area, including the use of clay and/or synthetic liners and control of water drainage is required to assure proper landfilling. Sanitary landfills have leachate collection systems, methane gas controls and environmental monitoring systems.

**Municipal Solid Waste (MSW)**  Solid waste that consists of household, commercial, institutional, and light industrial garbage.

**Recycling**  A resource recovery method involving the collection, separation, processing, marketing and creation of a new product or material from used products or materials.
| **Resource Recovery** | A term describing the extraction and utilization of materials which can be used as raw materials in the manufacturing of new products, or as values which can be converted into some form of fuel or energy source. An integrated resource recovery program may include recycling, waste-to-energy, composting, and/or other components. |
| **Source Reduction** | Reducing the amount of waste generated that must eventually be discarded, including minimizing toxic substances in products, minimizing volume of products and extending products’ useful life. |
| **Waste-to-energy** | Disposal method where municipal solid waste is brought to a plant where it is either burned, as received, or after being processed to a more uniform fuel, generates steam or electricity. |
| **Xeriscaping** | Landscaping process using indigenous, low maintenance, water saving Louisiana native plants. |
SAMPLE BYLAWS

Sample I:

Article I - Name

The name of this organization shall be Keep ______ Beautiful, with its principal place of business at ______________.

Article II – Purpose

Option One:

The purpose of this organization shall be charitable and educational within the meaning of Section 501(c) (3) of the Internal Revenue Code of 1954 as amended and to promote public interest in the general improvement of the environment of ______ to initiate, plan, direct, and coordinate programs for litter control and solid waste management for the community on a sustainable basis, to implement and maintain the Keep Louisiana Beautiful goals and to study, investigate and develop plans for improving the health, sanitation, safety, and cleanliness of the City of ______ by beautifying the streets, highways, alleys, river and stream banks, lots, yards, and other similar places in the said City and County, to aid in the prevention of fires, diseases, and other casualties by the removal and elimination of trash and other debris from the streets, highways, alleys, lots, yards, and other similar places; to encourage the placing, planning, and/or preservation of trees, flowers, plants, shrubbery, and other objects or ornamentation in said City and Parish; to protect songbirds and other waterfowl, advise and recommend plans to other agencies of the said City and Parish of the environment of ________________.

Option Two:

The purpose of the organization shall be charitable and educational to promote the Keep Louisiana Beautiful program of litter prevention, beautification and community improvement, and minimization of the impact of solid waste in ________.

Article III – Membership

Section 1. Membership: There shall be one class of membership in ______________.

Section 2. Dues: Dues shall be in the sum of ____ dollars ($___.00) per year.

Section 3. Meetings: Membership meetings shall be held annually during the _____ week of ______ at a time and place to be designated by the Board.

Section 4. Election: The nominating committee shall present a slate for membership by the ________ board meeting for approval by a majority vote.

Article IV – Board

Section 1. The governing body of Keep ______ Beautiful shall be vested in the Board of Directors. The number not to exceed ____ or less than ____ members. The Board shall be responsible for the management of its affairs and the direction of its work and control. The Board shall have full power and authority to promote the objectives for which the Keep ______ Beautiful is organized.

Section 2. Rules: The Board shall enact such rules and regulations as may be deemed necessary to conduct the business of Keep ______ Beautiful so long as they are not inconsistent with these Bylaws.
Section 3. **Meetings:** The Board shall meet monthly. Special meetings of the Board may be called by the President, or on petition of at least four Board members. ______ Board members shall constitute a quorum.

Section 4. **Notice of Meetings:** Notice of the monthly meetings of the Board or Executive Committee meetings shall be mailed to the members at least ten days prior to the meeting.

Section 5. **Committee Action:** Except for the Executive Committee as set out below the Board shall pass upon all actions of all committees.

Section 6. **Election:** The Board members shall be nominated by the Nominating Committee and elected by a majority vote at the last meeting of the Board of the year. The Board shall have the power to fill all vacancies on the Board for an unexpired term of office at time that the vacancy occurs.

Section 7. **Term of Office:** Elected Board Members shall serve for a term of two years. It is the sense of this section that one-half of the appointed members of the Board shall retire on _____________________ of each year.

*Other option: Each board member may serve for 3 terms*

**Article V – Officers**

Section 1. **Term of Office:** The four officers, President, Vice President, Secretary, and Treasurer shall be elected from the existing Board for a term of one year beginning on _______ of each year and ending on ________ the following year.

Section 2. **President:** The President shall preside at all meetings of the Board. The President shall perform all duties incidental to the office and advise such action as may be deemed likely to increase the objectives of the Board.

Section 3. **Vice President:** The Vice President shall act in the absence of the President; and in the absence or disability of the four officers named, a member of the Board shall be chosen to act temporarily.

Section 4. **Secretary:** The Secretary shall keep the records, the minutes of the meeting, a roll of the attendance; shall notify officers, and committee chairpersons of meeting time and place, shall send out proper notices of all call meetings, and of other meetings when necessary.

Section 5. **Treasurer:** The Treasurer shall authorize the paying of monies on such approvals and signatures as the Board may determine; shall be responsible for the maintenance of adequate books of account; shall present periodic financial statements of receipts and expenditures; for the year accompanied by a balance sheet and an income and expense statement audited by an independent public accountant.

**Article VI – Committees**

Section 1. **Executive Committee:** The Executive Committee shall have the power of the Board between meetings of the Board, except, that it may not modify any action taken by the Board. It shall be composed of the officers and the standing sub-committee chairpersons of Keep ________ Beautiful at the time of their election and/or appointment. The Executive Committee shall meet between meetings of the Board at a time and place to be determined by the committee. One-third of all members of the Executive Committee present in person shall constitute a quorum. Other meetings may be called by the President or upon petition of one-third of the members of the Executive Committee.
Section 2. Nominating Committee: The Nominating Committee shall consist of _____ members appointed by the President. The Nominating Committee shall be appointed by the _______ Board meeting and will present its slate of members at the _______ Board meeting for election.

Section 3. Standing Committees:

Option one for Standing Committees:

All actions by standing committees that commit the organization to an action must be approved by the Board of Directors. This approval may be granted by specific funding in the budget or by presentation and approval by the Board.

The following standing sub-committees shall operate under Keep __________ Beautiful: (List committees and a detailed statement about committee function.)

Option two for Standing Committees:

All actions by standing committees that commit the organization to an action must be approved by the Board of Directors. This approval may be granted by specific funding in the budget or by presentation and approval by the Board.

Keep __________ Beautiful shall include: (List committees but omit detail and include in a Standing Rule at the end but not part of the Bylaws).

Section 4. Other Committees: The Board may establish a temporary committee if needed.

Section 5. Committee Chairs: Each committee shall select a Chair and Vice-Chair. The names shall be submitted to the Board for confirmation.

Section 6. Committee Members: Committee members shall be recruited by the Board. Membership on committees is open to all interested. A list of committee members shall be provided to the Board.

Article VII – Executive Director/Coordinator

The Executive Director/Coordinator shall be appointed by and responsible to the Board for the overall administration of Keep ________ Beautiful and the implementation of policies, procedures, and programs as determined by the Board. The Executive Director/Coordinator shall be the chief administrator of the organization. The Executive Director/Coordinator shall have general supervision over all employees and perform such duties as may be incidental to his/her office, subject to the discretion of the Board.

Article VIII – Amendments

The Board may amend these bylaws either by mail ballot or at any meeting of the Board at which a quorum is present, provided that the proposed amendment is inserted in the notices of such meeting.

Article IX – Parliamentary Authority

Any rules of parliamentary procedure not covered by these Bylaws shall be governed by the latest edition of “Robert’s Rules of Order.”

Article X – Dissolution

In the event of dissolution, the residual assets of Keep ________ Beautiful will be turned over to one or more organizations which themselves are exempt as organizations in Section 501(c)(3) and 170(c)(2) of the Internal Revenue Code of 1954 or corresponding section of any prior or future law, or to the Federal,
State, or local government for exclusive public purpose related to litter prevention, beautification and the community improvement, or the minimization of solid waste occurs.

Sample II: (Parish)

Article I. - Name
The name of this organization shall be Keep ______ Beautiful, with its principal place of business at _______________.

The Board of Directors may be referred to as “Board” or “Board Member” and are collectively responsible for the general direction and purpose of Keep Bossier Beautiful.

Executive Committee members are composed of Board members who are charged with a higher level of responsibility and can act on the behalf of the full board in emergency situations.

Advisory Board members referred to as “Advisory Board” is a non-voting member who represents an agency or organization that advises the Board of Directors.

Article II. Purpose and Powers

Purpose: To serve all citizens of _______________ Parish by developing and implementing effective public education and community improvement programs; to end littering, improve recycling and beautify our communities enhancing the quality of life and economic development for all; to support natural resource conservation and effective enforcement of all pertinent ordinances and laws.

Keep ____________ Beautiful, Inc. is a Louisiana nonprofit corporation. Its purposes are those permitted by Section 501(c) (3) of the Internal Revenue Code.

Powers: Keep ____________ Beautiful, Inc. has all powers that are now or may be granted nonprofit corporations by the laws of the State of Louisiana.

Article III. Board of Directors

General Powers: The Board of Directors serves as the policy making body and governing authority of Keep _________ Beautiful, Inc. The Board adopts rules and regulations and delegates authority as necessary to further the purpose of Keep _________ Beautiful. All expenditures will be approved by the Board and no indebtedness beyond the current budget will be accrued. Individually they are expected to act in good faith to further the purpose of Keep _________ Beautiful to support and protect its best interest and its stakeholders. The Board is composed of individuals who are of good moral character and reputation in the community who adhere to the ethics policy, whistle blower policy and conflict of interest policy.

Number, Election and Terms: The Board of Directors consists of no fewer than 10 (ten) and not more than 20 (twenty) members. The Executive Director of Keep _________ Beautiful, Inc. serves as an ex-officio (non-voting) member. The Board of Directors elect members for three-year (3) terms. Members can be eligible for re-election, subject to Board approval by a simple majority vote. The Board elects officers by simple majority vote. Officers are eligible for re-election, subject to Board approval by a simple majority vote.

Advisory Board: An advisory group made up of representatives from government agencies and interested organizations attends designated Board of Directors meetings at the invitation of the Board. The representatives are non-voting members of the Board. Members may serve on committees and work in tandem with Keep _________ Beautiful on various mission appropriate projects. There is no minimum or maximum number of Advisory Board members.
**Board Meetings:** The Board meets a minimum of six times annually in regular meetings. Special meetings may be called by the Chairperson or by the Executive Director at the request of the majority of directors.

1. **Regular meetings:** The Board meets at a minimum bi-monthly (every other month). The date, time and place are determined by the President and Executive Director.

2. **Special meetings:** The Chairperson or Executive Director may call a special meeting with prior notification to the Board. Special meetings are held on dates and at times and places most convenient to a majority of Board members with a minimum three (3) day notice.

3. **Meeting notice:** An annual schedule of the time and place of all meetings of the Board of Directors of Keep _____________ Beautiful, Inc. will be distributed annually in January with the exception of special meetings by email or electronic communications.

4. **Advisory Board attendance:** Advisory Board members may attend all meetings as agreed upon by the Executive Committee.

5. **Quorum:** A simple majority of directors eligible to vote constitutes a quorum for the transaction of business at any regular or emergency meeting of the Board. If a quorum is not present, discussion can take place without a vote being taken.

6. **Board Actions:** When a quorum is present, a majority vote of the Board carries the action forward. If the Board is tied in its actions the action will be postponed. Actions of the Board are only valid as long as proper notice is given for that Board meeting, and all votes are duly counted and announced. Should a director be absent for the meeting, they may participate in a meeting by or through the use of any means of communication by which all persons participating may simultaneously communicate with each other during the meeting. Participation in a meeting using these means constitutes presence in person at the meeting. Additionally, an absent director may email their vote with their signature to the Executive Director before the meeting when the vote will take place. If the Executive Director is not the appropriate person to receive an absentee vote, the director will email the vote to the Chairperson before the meeting when the vote will take place.

7. **Absences:** All directors are asked to contact the Executive Director if they will not attend any Board meeting so a potential lack of quorum does not occur. Failure to contact the Executive Director after three unexcused absences may result in removal from the board.

8. **Vacancies:** Vacancies arise when any of the following occur:
   
   1. Death or resignation of a director;
   2. Termination of a director; or
   3. Expiration of a director’s term.

When a vacancy occurs on the Board of Directors, if the number of Board members falls below the minimum ten (10) members required, the Chair will appoint an interim Board member to serve the remainder of the term of the vacated position or until such time that an election to fill the vacated position may be held.

For annual Board elections, the Nominating Committee composed of three (3) members of the Board will prepare a list of nominees from which the Board may elect one or more directors to fill vacancies. The Nominating Committee will present a list of new nominees and renewing Board members in writing to the Chairperson as early as possible but no later than 15 days prior to the December meeting. A vote will be taken by secret ballot at the December Meeting, and directors are elected by a simple majority vote. Should two or more candidates receive equal votes a second secret ballot of those with equal votes will occur. The Chairperson and Executive Director will notify the newly elected Board members and also notify them of the board orientation prior to the next scheduled board meeting. The board orientation will be open to any other Board member who desires to attend.
Article IV. Executive Committee and Standing Committees

The Executive Committee consists of the Chair, Vice Chair, Secretary, Treasurer and Past Chair. The Executive Director is a non-voting member of the Executive Committee. The Board Chair is the Chairperson of the Executive Committee. The executive committee will be charged with the following responsibilities: oversight of strategic initiatives, legal and personnel issues, evaluation of the executive director and approval of routine matters that need not take up the full board’s limited time. In an emergency, the executive committee can act on behalf of the board of directors.

Term: All Executive Committee members (with the exception of the Executive Director which is a hired position) serve a one-year term on the Executive Committee, or until their successors are qualified, elected and oriented. If in good standing, Executive Committee members are eligible to extend their terms upon nomination and successful vote of the Board.

There is no presumed succession of office on the Executive Committee. Once a one-year term is served, the office becomes available to any and all Board members in good standing. The Nominating Committee may approach an outgoing Executive Committee member to place that person’s name in nomination for another term or another Executive Committee position, but it is not presumed.

Vacancies: Executive Committee vacancies, whether caused by death, resignation, expiration of the term, or removal by vote of the Board, will be filled by majority vote of the Board of Directors from a list provided by the Nominating Committee. The Nominating Committee must take action on or before the next regular meeting of the Board of Directors that is scheduled at least thirty (30) days after the date on which the Executive Committee vacancy occurred; at which time the vote will take place. In the event the Vice Chair, Secretary and/or Treasurer’s positions are vacant the Board President will appoint a Board member in good standing until a vote can take place.

Quorum: A three-fifths majority of the voting members of the Executive Committee constitute a quorum for the transaction of business at any meeting. (Three of the five Executive Committee members must be present.)

Standing Committees: The standing committees of the Board are comprised of three (3) or more Board members and are but not limited to the following:

1. Financial Committee
2. Governance Committee
3. Nominating Committee

The Chair will designate a chairperson from the Board for each standing committee. Executive Committee members may serve as a committee chair, or oversee the work of a committee with a chair from the Board. Committee chairs will begin their assignments in January. Committee chairs may retain their chairmanship with approval of the President and Executive Committee. Committee membership will be determined by the President. Standing committee members do not need to be Board members. Community volunteers and Advisory Board members can serve on committees. However, all committee chairs must be Board members in good standing.

Article V. Officers

The officers of Keep ____________ Beautiful, Inc. include the Chair, the Vice-Chair, the Secretary, the Treasurer, and the Executive Director.

Duties: Duties are what each title describes by general usage and as required by law. Specifically, duties include but are not limited to:

Chair: The Chair is elected from the members of the Board of Directors. The Chair presides at all
meetings of the Board and performs duties assigned by the Board. Among these duties is oversight of the Executive Committee and general oversight of all standing committees. The Chair is responsible for the overall activity of the organization. The Chair is mindful of the contractual agreements and financial responsibilities of the organization and works to ensure the integrity of both.

**Vice Chair:** The Vice Chair is elected from the Board of Directors. The Vice Chair performs the duties of the Chair in the Chair’s absence or in the event of death, disability, refusal to act or when the actions are harmful to the mission and Articles of Incorporation of Keep _________ Beautiful, Inc., until a new Chair is duly elected. The Vice Chair performs additional duties that may be assigned by the Board of Directors.

**Secretary:** The Secretary is elected from the Board of Directors. The Secretary ensures that minutes of the proceedings of the Board of Directors and Executive Committee minutes are kept reliable and accurate.

**Treasurer:** The Treasurer is elected from the members of the Board of Directors. The Treasurer, with the Executive Director, will ensure all appropriate financial records are kept and returns are filed as required by state and federal laws. The Treasurer or his designee is responsible for ensuring that the bank statements are reconciled monthly. The Treasurer is responsible for ensuring the account books and all fiscal activities of Keep Bossier Beautiful, Inc. are current and in good order. The treasurer will provide documentation to the financial committee for periodic checks and an annual financial review to assure expenditures are handled following Generally Accepted Accounting Principles. Grant making authorities and/or the Executive Committee may require project-based financial reviews or audits to be completed or arranged by the Treasurer. The Treasurer works with the Chair and Executive Director to create an annual budget for Keep ___________ Beautiful, Inc. for presentation to and approval by the Board no later than the December meeting.

**Executive Director:** The Executive Director reports to the Board of Directors and serves the Board of Directors and membership of Keep ___________ Beautiful, Inc. The Executive Director is responsible for the operational responsibilities of staff, programs, expansion, and execution of its missions while maintaining “good standing” as a Keep America Beautiful affiliate.

**Addition of Other Staff Members:** From time to time as funds permit and workload and needs justify, additional staff members may be hired to assist the Executive Director, if approved by the Board and subject to the budget approved by the Board. The Executive Director will determine the need, skill-set, job description and job performance evaluation for the additional staff member position. Expenses incurred by the additional staff member position are to be approved ahead of time by the Executive Director and monitored by the Treasurer in keeping with the Treasurer’s duties. The Executive Director will conduct a performance evaluation of the additional staff member(s) annually.

**Article VI. Membership**

**Membership:** Keep ___________ Beautiful, Inc. is a nonprofit corporation formed on a no-stock basis. Keep _________ Beautiful, Inc. consists of a Board of Directors and any class or classes of membership the Board designates. Membership drives may be held at any time the Board determines.

**Article VII. Miscellaneous**

**Fiscal Year:** The fiscal year for Keep ___________ Beautiful, Inc. is January 1 through December 31.

**Compensation:** The Executive Director and additional staff member(s) as approved by the Board are the only members of Keep _________ Beautiful, Inc. who receive compensation. The board of directors may, by resolution, create, appoint, define the duties of officers or agents as is deemed necessary for carrying out the Keep _________ Beautiful mission. No Board member receives compensation for services as a Board member of Keep ___________ Beautiful, Inc. Directors can receive reimbursement for reasonable expenses incurred as a result of their duties as a Board member.
Loans to Officers and Directors Prohibited: Keep ________ Beautiful, Inc. is prohibited from making loans or co-signing a loan agreement in any amount to its officers, directors or employees.

Corporate Indemnification: To the extent not inconsistent with the laws of the State of Louisiana, every person (and the heirs, estate, executors, administrator, and personal representatives of such person) who is or was a Keep ________ Beautiful director or officer shall be indemnified by Keep ________ Beautiful as provided in LA Rev Stat § 12:1-851.

Prohibited Activities: Notwithstanding any other provision of this Bylaws, no member, director, officer, Keep ________ Beautiful employee, or Keep ________ Beautiful agent shall take any action or carry on any activity by or on behalf of Keep Bossier Beautiful not permitted to be taken or carried on by an organization described in Section 501(c)3 of the Internal Revenue Code of 1986, as amended, or any successor provision or provisions thereto, 26 U.S.C § 501 (c)3.

Nonprofit Status: Keep ________ Beautiful, Inc. is organized exclusively for educational, scientific and charitable purposes. This includes making cash donations in the form of grants under Section 501(c)3 of the Internal Revenue code, or the corresponding provision of any further United States Internal Revenue law. No funds from any funding source associated with Keep ________ Beautiful, Inc. will benefit or be distributed to its directors, officers or other private people except those payments authorized by the Board President and Treasurer to pay reasonable compensation for services or to make payments and distributions that are mission appropriate.

Article VIII. Dissolution

Dissolution of Keep ________ Beautiful, Inc. will occur only when a favorable vote of 75% of eligible directors takes place. Once the vote occurs, the liquidator or liquidators, after paying or making provisions for the payment of all debts of the organization will transfer any net assets to local governments for continuation of the purpose for which it was formed.

Article IX. Amendments

The power to make, alter, amend or repeal Keep ________ Beautiful Bylaws is vested in the board of directors, which power shall be exercised by a majority vote of the directors present at any regular meeting. Any proposed amendments shall be included in the notice of such meeting.

Approved by the Keep ________ Beautiful Board of Directors, ______date______.
Article I. Purpose and Powers

Purpose: Keep Louisiana Beautiful, Inc. is a Louisiana nonprofit corporation. Its purposes are those permitted by Section 501(c) (3) of the Internal Revenue Code. Further purposes are more fully described in the Articles of Incorporation.

Powers: Keep Louisiana Beautiful, Inc. has all powers that are now or may be granted nonprofit corporations by the laws of the State of Louisiana.

Article II. Board of Directors

General Powers: The Board of Directors serves as the policy making body and governing authority of Keep Louisiana Beautiful, Inc. The Board adopts rules and regulations and delegates authority as necessary to further the purpose of Keep Louisiana Beautiful.

Number, Election and Terms: The Board of Directors consists of not less than 10 (ten) and not more than 18 (eighteen) members. The Executive Director of Keep Louisiana Beautiful, Inc. serves as an ex-officio (non-voting) member. The Board of Directors elect members for three-year (3) terms. Members can be eligible for re-election, subject to Board approval by a simple majority vote. The Board elects a Chair by simple majority vote. The Chair is eligible for re-election, subject to Board approval by a simple majority vote.

Advisory Board: An advisory group made up of representatives from government agencies and interested organizations attends designated Board of Directors meetings at the invitation of the Board. The representatives are non-voting members of the Board. Members may serve on committees and work in tandem with Keep Louisiana Beautiful on various mission appropriate projects. There is no minimum or maximum number of Advisory Board members.

Board Meetings: The Board meets bi-monthly (every other month) in regular meetings. Special meetings may be called by the Chair or by the Executive Director at the written request of the majority of directors.

1. Annual meeting: The Keep Louisiana Beautiful, Inc. Annual Meeting is held in May near the end of the fiscal year. The date, time, and place are determined by the Chair and Executive Director.

2. Regular meetings: The Board meets bi-monthly (every other month) in September, November, January, March, and July. The date, time and place are determined by the Chair and Executive Director.

3. Special meetings: The Chair may call a special meeting with prior notification to the Board. Special meetings are held on dates and at times and places most convenient to a majority of Board members. In addition, the Executive Director may call a special meeting at the written request of a majority of the directors.

4. Emergency meetings: The Chair may call for an emergency meeting for presentation of information by email and for a vote by email when the matter requires immediate attention and decision. A simple majority vote of the entire Board is required for approval of any motion made in an emergency meeting held by email communication.

5. Meeting notice: Notice of the time and place of all meetings of the Board of Directors of Keep Louisiana Beautiful, Inc. will arrive ten (10) days before the date of the meeting, with the
exception of emergency meetings by email. Notice is by email.

6. **Advisory Board attendance**: Advisory Board members attend the Annual Meeting and the meetings in September, November, January, March, and July as agreed upon by the Executive Committee.

7. **Quorum**: A simple majority of directors eligible to vote constitutes a quorum for the transaction of business at any regular, annual, special, or emergency meeting of the Board. If a quorum is not present, discussion can take place without a vote being taken.

8. **Board Actions**: When a quorum is present, a majority vote of the Board carries the action forward. Actions of the Board are only valid as long as proper notice is given for that Board meeting, and all votes are duly counted and announced. Should a director be absent for the meeting, that director may fax or email their vote with their signature to the Executive Director before the meeting when the vote will take place. If the Executive Director is not the appropriate person to receive an absentee vote, the director will fax or email the vote to the Chair before the meeting when the vote will take place.

9. **Absences**: All directors and advisory board members are required to contact the Executive Director if they will not attend any Board meeting. Failure to contact the Executive Director will result in an unexcused absence. Three unexcused absences will result in a letter being sent from the Board secretary inquiring as to the Board member’s desire to remain a director. Failure to attend the next meeting or to respond to the letter will result in removal from the board.

**Vacancies**: Vacancies arise when any of the following occur:

1. Death or resignation of a director;
2. Termination of a director; or
3. Expiration of a director’s term.

When a vacancy occurs on the Board of Directors, if the number of Board members falls below the minimum ten (10) members required, the Chair will appoint an interim Board member to serve the remainder of the term of the vacated position or until such time that an election to fill the vacated position may be held.

For annual Board elections, the Nominating Committee composed of three (3) members of the Board will prepare a list of nominees from which the Board may elect one or more directors to fill vacancies. The Nominating Committee will be formed in January of each year. The Nominating Committee will present a list of nominees in writing to the Chair by April 15 for distribution to the Board in advance of the Annual Meeting in May. A vote will be taken at the May Annual Meeting, and directors are elected by a simple majority vote. The Chair and Executive Director will notify the newly elected Board members and also notify them of the board orientation prior to the next scheduled board meeting. The board orientation will be open to any other Board member who desires to attend.

**Article III. Executive Committee and Standing Committees**

The Executive Committee consists of the Chair, Vice Chair, Secretary, Treasurer and Past Chair. The Executive Director is a non-voting member of the Executive Committee. The Board Chair is the Chairperson of the Executive Committee.

The Executive Committee determines the job description, goals/objectives for the Executive Director and ensures a performance evaluation by the Executive Committee and other Board members, if warranted, is conducted annually not later than each April 30. Results of the performance evaluation will be reported at the May Annual Meeting. The Executive Committee will determine recommendations,
if any, for changes in compensation. The recommendations, if any, will be presented at the May Annual Meeting for consideration by the Board, along with other budget considerations.

**Term:** All Executive Committee members (with the exception of the Executive Director which is a hired position) serve a one-year term on the Executive Committee, or until their successors are qualified, elected and oriented. If in good standing, Executive Committee members are eligible to extend their terms upon nomination and successful vote of the Board.

There is no presumed succession of office on the Executive Committee. Once a one-year term is served, the office becomes available to any and all Board members in good standing. The Nominating Committee may approach an outgoing Executive Committee member to place that person’s name in nomination for another term or another Executive Committee position, but it is not presumed.

**Vacancies:** Executive Committee vacancies, whether caused by death, resignation, expiration of the term, or removal by vote of the Board, will be filled by majority vote of the Board of Directors from a list provided by the Nominating Committee. The Nominating Committee must take action on or before the next regular meeting of the Board of Directors that is scheduled at least thirty (30) days after the date on which the Executive Committee vacancy occurred, at which time the vote will take place. In the event the Vice Chairman, Secretary and/or Treasurer's positions are vacant the Board Chair will appoint a Board member in good standing until a vote can take place.

**Quorum:** A three-fifths majority of the voting members of the Executive Committee constitute a quorum for the transaction of business at any meeting. (Three of the five Executive Committee members must be present.)

**Standing Committees:** The standing committees of the Board of Directors include but are not limited to the following:

1. Public Relations Committee
2. Conference Committee
3. Governmental Affairs Committee
4. Nominating Committee
5. Fundraising Committee

The Chair will designate a chairperson from the Board for each standing committee. Executive Committee members may serve as a committee chair or oversee the work of a committee with a chair from the Board. Committee chairs will begin their assignments at the May Annual Meeting, except for the Nominating Committee, which begins its assignments in January. Committee chairs may retain their chairmanship with approval of the Chair and Executive Committee. Committee membership will be determined by the Chair. Standing committee members do not need to be Board members of Keep Louisiana Beautiful, Inc., except for the Nominating Committee (that is composed of three Board members). However, all committee chairs must be Board members in good standing. Standing committees may be added or dissolved without amending these Bylaws.

**Ad Hoc Committees:** The Executive Director is responsible for Education and Fundraising/Development activities and may be assisted by members of the Board or the Advisory Board, as needed from time to time. The Executive Director will report to the Board on these activities at the May Annual Meeting and no less than quarterly thereafter. The Executive Director may request the Chair to form an ad hoc committee to assist with specific education programs or activities. The Chair may form other ad hoc committees, as needed and warranted from time to time.
Article IV. Officers

The officers of Keep Louisiana Beautiful, Inc. include the Chair, the Vice-Chair, the Secretary, the Treasurer, and the Executive Director.

Duties: Duties are what each title describes by general usage and as required by law. Specifically, duties include but are not limited to:

Chair: The Chair is elected from the members of the Board of Directors. The Chair presides at all meetings of the Board and performs duties assigned by the Board. Among these duties is oversight of the Executive Committee and general oversight of all standing committees. The Chair is responsible for the overall activity of the organization. The Chair is mindful of the contractual agreements and financial responsibilities of the organization and works to ensure the integrity of both.

Vice Chair: The Vice Chair is elected from the Board of Directors. The Vice Chair performs the duties of the Chair in the chair’s absence or in the event of death, disability, refusal to act or when the actions are harmful to the mission and Articles of Incorporation of Keep Louisiana Beautiful, Inc., until a new Chair is duly elected. The Vice Chair performs additional duties that may be assigned by the Board of Directors.

Secretary: The Secretary is elected from the Board of Directors. The Secretary ensures that minutes of the proceedings of the Board of Directors and Executive Committee are kept.

Treasurer: The Treasurer is elected from the members of the Board of Directors. The Treasurer, with the Executive Director, will ensure all appropriate financial records are kept and returns are filed as required by state and federal laws. The Treasurer or his designee is responsible for ensuring that the bank statements are reconciled monthly. The Treasurer is responsible for ensuring the account books and all fiscal activities of Keep Louisiana Beautiful, Inc. are audited in a timely manner but no less than annually at least. In addition, the Treasurer works with the Chair and Executive Director to create an annual budget for Keep Louisiana Beautiful, Inc. for presentation to and approval by the Board no later than the May annual meeting.

Executive Director: The Board of Directors employs the Executive Director. This person receives reasonable compensation for services performed on behalf of Keep Louisiana Beautiful, Inc. Compensation will be in keeping with recommended practices under the Louisiana Association for Non-Profit Organizations (LANO) or other similar standards. The Executive Director serves the Board of Directors and membership of Keep Louisiana Beautiful, Inc. until by mutual consent or by official recommendation of the Executive Committee and a two-thirds vote of the Board, the services of the Executive Director are terminated. The Executive Committee determines the duties and responsibilities of the Executive Director who is then responsible for implementing the decisions of the Board of Directors.

Affiliate and Program Manager: From time to time as funds permit and workload justifies, an Affiliate and Program Manager may be hired to assist the Executive Director, if approved by the Board and subject to the budget approved by the Board. The Executive Director will determine the need, skill-set, job description and job performance evaluation for this position. Expenses incurred by the Affiliate and Program Manager are to be approved ahead of time by the Executive Director and monitored by the Treasurer in keeping with the Treasurer’s duties. The Executive Director will conduct a performance evaluation of the Affiliate and Program Manager annually not later than each April 30. Results of the performance evaluation will be reported to the Board at the May Annual Meeting.

Addition of Other Staff Members: From time to time as funds permit and workload and needs justify, additional staff members, including, but not limited to, a Development and Communications Manager, may be hired to assist the Executive Director, if approved by the Board and subject to the budget approved by the Board. The Executive Director will determine the need, skill-set, job description and job performance evaluation for the additional staff member position. Expenses incurred by the additional staff member position are to be approved ahead of time by the Executive Director and monitored by
the Treasurer in keeping with the Treasurer’s duties. The Executive Director will conduct a performance evaluation of the additional staff member(s) annually not later than each April 30. Results of the performance evaluation will be reported to the Board at the May Annual Meeting.

**Article V. Membership**

**Membership:** Keep Louisiana Beautiful, Inc. is a nonprofit corporation formed on a no-stock basis. Keep Louisiana Beautiful, Inc. consists of a Board of Directors and any class or classes of membership the Board designates. Membership drives may be held at any time the Board determines.

**Article VI. Miscellaneous**

**Fiscal Year:** The fiscal year for Keep Louisiana Beautiful, Inc. is July 1 through June 30.

**Compensation:** The Executive Director and additional staff member(s) as approved by the Board are the only members of Keep Louisiana Beautiful, Inc. who receive compensation. No director receives compensation for services as a director of Keep Louisiana Beautiful, Inc. Directors can receive reimbursement for reasonable expenses incurred as a result of their duties as a Board member. Reasonable expenses for a director must be approved ahead of time by the Chair and Treasurer and fit within best practices of LANO.

**Loans to Officers and Directors Prohibited:** Keep Louisiana Beautiful, Inc. is prohibited from making loans or co-signing a loan agreement in any amount to its officers, directors or employees.

**Nonprofit Status:** Keep Louisiana Beautiful, Inc. is organized exclusively for educational, scientific and charitable purposes. This includes making cash donations in the form of grants under Section 501(c)(3) of the Internal Revenue code, or the corresponding provision of any further United States Internal Revenue law. No funds from any funding source associated with Keep Louisiana Beautiful, Inc. will benefit or be distributed to its directors, officers or other private people except those payments authorized by the Board Chair and Treasurer to pay reasonable compensation for services or to make payments and distributions that are mission appropriate.

**Article VII. Dissolution**

Dissolution of Keep Louisiana Beautiful, Inc. will occur only when a favorable vote of 75% of eligible directors takes place. Once the vote to dissolve takes place, the liquidator or liquidators, after paying or making provisions for the payment of all debts of the organization will transfer any net assets equally among all Keep Louisiana Beautiful, Inc., affiliates in good standing with Keep Louisiana Beautiful, Inc. and/or Keep America Beautiful. The liquidator or liquidators will communicate and cooperate with the Louisiana Department of Education for transition of the work of Keep Louisiana Beautiful to a different organization approved by the Louisiana Department of Education.
SAMPLE ORDINANCE 1

ORDINANCE NO. ________________

AN ORDINANCE OF THE CITY OF __________ ESTABLISHING THE KEEP __________ BEAUTIFUL COMMISSION; PROVIDING FOR THE REPEAL OF ANY ORDINANCES OR SECTIONS OF ORDINANCES IN CONFLICT WITH THIS ORDINANCE; AND PROVIDING WHEN THIS ORDINANCE SHALL BECOME EFFECTIVE.

WHEREAS, The City Council of __________, Louisiana has determined after citizen input that the creation of a Keep __________ Beautiful Commission would be in the best interest of the City of __________ and is necessary and proper for the carrying out of the City of __________’s litter abatement and beautification programs.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF ________________:

Section I. Purpose
That a Keep ______ Beautiful Commission is hereby created for the purpose of assisting the City Council in establishing a citywide policy for city beautification and decreasing the amount of litter in the city.

Section II. Members
That the Commission provided for herein shall be comprised of fifteen (15) members to be nominated by, and approved by, the City Council and shall be residents of the City. The board shall consist of representatives from business and industry, media, community organizations, education, and members at large.

Eight members of the Commission originally appointed shall be for a term of one (1) year. Seven members of the Commission originally appointed shall be appointed for a term of two (2) years. Thereafter, the term of each Commission member shall be two (2) years. No Commission member shall serve three (3) successive terms, provided, however, that a Commission member appointed to complete the term of another Commission member shall, at the completion of such term, be eligible for appointment for another full term; and provided further, that one place shall always be filled by a city employee who shall serve as a non-voting ex-officio member of the Commission.

Section II. Executive Director
That the Executive Director of the Commission shall be a non-voting member of the Commission. The Executive Director shall be custodian of all minutes and records of the Commission and perform such other duties as the Commission may deem necessary and consistent with both the responsibilities of the Commission and his/her responsibilities to the City of __________ through the City Manager. The Executive Director shall work under the supervision and control of __________ for the purpose of implementing the provisions of this ordinance.

Section IV. Meetings
Those eight (8) members of the Commission shall constitute a quorum for the conduct of business. The members of the Commission shall regularly attend meetings and serve without compensation except for reimbursement of authorized expenses attendant to the performance of their duties.

The Commission shall hold an organizational meeting in August of each year and shall elect a Chairperson
and Vice-Chairperson from among its members before proceeding to any other matters of business. The Commission shall meet regularly and shall designate the time and place of its meetings.

The Commission shall adopt its own rules of procedure and keep a record of its proceedings in accordance with the provisions of this ordinance and the Charter of the City of __________. Newly-appointed members shall be installed at the first regular meeting after their appointment.

Each month a report shall be submitted to the City Council showing the cumulative attendance of each member with notation of members who have been absent from three (3) consecutive meetings.

Section V. Responsibilities
The Commission shall recommend policies related to litter prevention, beautification and community improvement, and the minimization of solid waste to the City Council so all city activities might follow a common purpose. The Commission shall have the following responsibilities:

(a) Develop citywide refuse and environmental policy plan(s);
(b) Evaluate city actions in light of that policy;
(c) Determine and recommend to the City Council management and program priorities on a citywide basis;
(d) Recommend enforcement and additional program alternatives;
(e) Monitor city performance from data collected and examined under the Keep Louisiana Beautiful, Inc. affiliate requirements and make an annual report to the City Council; and
(f) Carry out such other tasks as the City Council may designate.

To accomplish these responsibilities, the Commission shall establish sub-committees such as, but not limited to, the areas of Business and Industry, Communications, Education, Finance/Fundraising, and Cleanup.

A Commission member will chair each sub-committee with an unspecified number of community volunteers chosen by the Commission as working sub-committee members.

Section VI. Budget
The City, within the budgetary appropriation process, shall furnish the office space, supplies, telephone, postage, and secretarial support for the Executive Director. The City, within Council-imposed budgetary restraints, shall also supply additional funds for Commission activities involving travel or training for the Executive Director.

The City shall pay the Executive Director's salary. Such salary and other expenses, whether specifically enumerated in the preceding paragraph or not, may be paid from donations when, as and if same are received by the City from the general public, business, industry, foundations, and other sources for the purposes embraced by the scope of the Commission's purpose and responsibilities administered in accordance with standard City policy and practice governed by statute, charter, and ordinance.

Section VII. Severability
That it is hereby declared to be the intention of the City Council that the sections, paragraphs, sentences, clauses, and phrases of the Ordinance are severable, and if any phrase, clause, sentence, paragraph, or section of this Ordinance shall be declared unconstitutional or illegal by the valid judgment or decree of any court of competent jurisdiction, such unconstitutionality or illegality shall not affect any of the
remaining phrases, clauses, sentences, or paragraphs and sections of this Ordinance, since the same
would have been enacted by the City Council without incorporation in this Ordinance of any such
unconstitutional or illegal phrase, clause, sentence, paragraph, or section.

Section VIII. Repeal
Any existing ordinance or portion of an existing ordinance in conflict with the terms of this ordinance is
hereby repealed.

Section IX. Effective Date
That this ordinance shall be in full force and effect from and after the date of its passage, and it is so
ordained.

PASSED AND APPROVED this _______ day of _________________, 20_____

Signature: ____________________________________
          Mayor

Attest:

Signature: ____________________________________
          City Secretary/Clerk

Approved as to Form:

Signature: ____________________________________
          City Attorney
SAMPLE ORDINANCE 2

ORDINANCE NO.____________________

BE IT ORDAINED BY THE COMMISSIONERS COURT OF THE PARISH OF ________________:

Section I.
That a Keep _____ Beautiful Commission is hereby created for the purpose of assisting the Parish of _________ in establishing a countrywide policy for decreasing the amount of litter.

Section II.
That the Commission provided for herein shall be comprised of _____ members to be nominated by, and approved by, the Commissioners and shall be residents of the County. The board shall consist of representatives from business and industry, media, community organizations, education, and members at large.

_____ members of the Commission originally appointed shall be for a term of one (1) year. _____ members of the Commission originally appointed shall be appointed for a term of two (2) years. Thereafter, the term of each Commission member shall be two (2) years. No Commission member shall serve three (3) successive terms, provided, however, that a Commission member appointed to complete the term of another Commission member shall, at the completion of such term, be eligible for appointment for another full term; and provided further, that one place shall always be filled by a county employee who shall serve as a non-voting ex-officio member of the Commission.

Section III.
That the Executive Director of the Keep ________ Beautiful Commission shall be a non-voting member of the Commission. The Executive Director shall be custodian of all minutes and records of the Commission and perform such other duties as the Commission may deem necessary and consistent with both the responsibilities of the Commission and his/her responsibilities to the Parish of _________. The Executive Director shall work under the supervision and control of __________ for the purpose of implementing the provisions of this ordinance.

Section IV.
That _____ members of the Commission shall constitute a quorum for the conduct of business. The members of the Commission shall regularly attend meetings and shall serve without compensation except for reimbursement of authorized expenses attendant to the performance of their duties. The Commission shall hold an organizational meeting in _____ of each year and shall elect a Chairperson and Vice-Chairperson from among its members before proceeding to any other matters of business. The Commission shall meet regularly and shall designate the time and place of its meetings.

The Commission shall adopt its own rules of procedure and keep a record of its proceedings in accordance with the provisions of the County of ___________. Newly-appointed members shall be installed at the first regular meeting after their appointment.

Each month a report shall be submitted to the Commissioner’s Court showing the cumulative attendance of each member with notation of members who have been absent from three (3) consecutive meetings.
Section V.

That the Commission shall recommend policies related to litter prevention, beautification, and community improvement, and the minimization of solid waste so all county activities may follow a common purpose. The Commission shall have the following responsibilities:

1. Develop countrywide refuse and environmental policy plan(s);
2. Evaluate County actions in light of that policy;
3. Determine and recommend to the Parish commissioner’s court management and program priorities on a countrywide basis;
4. Recommend enforcement and additional program alternatives;
5. Carry out such other tasks as the Parish commissioner’s court may designate.

To accomplish these responsibilities, the Commission shall establish sub-committees such as, but not limited to, the areas of Business and Industry, Communications, Education, Finance/Fundraising, and Cleanup. A Commission member will chair each sub-committee with an unspecified number of community volunteers chosen by the Commission as working sub-committee members.

Section VI.

The Parish within the budgetary appropriation process shall furnish the office space, supplies, telephone, postage, and secretarial support for the Executive Director. The Parish, within Parish-imposed budgetary restraints, shall also supply additional funds for Commission activities involving travel or training for the Executive Director.

The Parish shall pay the Executive Director’s salary. Such salary and other expenses, whether specifically enumerated in the preceding paragraph or not, may be paid from donations when, as and if same are received by the Parish from the general public, business, industry, foundations, and other sources for the purposes embraced by the scope of the Commission’s purpose and responsibilities administered in accordance with standard Parish policy and practice governed by statute, charter, and ordinance.

Section VII.

That it is hereby declared to be the intention of the parish commissioner’s court that the sections, paragraphs, sentences, clauses, and phrases of the Ordinance are severable, and if any phrase, clause, sentence, paragraph, or section of this Ordinance shall be declared unconstitutional or illegal by the valid judgment or decree of any court of competent jurisdiction, such unconstitutionality or illegality shall not affect any of the remaining phrases, clauses, sentences, paragraphs, and sections of this Ordinance, since the same would have been enacted by the parish commissioner’s court without incorporation in this Ordinance of any such unconstitutional or illegal phrase, clause, sentence, paragraph, or section.
Section VIII.
That this ordinance shall be in full force and effect from and after the date of its passage, and it is so
ordained.

PASSED AND APPROVED this ______ day of __________________, 20____

Signature: __________________________________________
             Mayor

Attest:

Signature: __________________________________________
             Parish Secretary/Clerk

Approved as to Form:

Signature: __________________________________________
             Parish Attorney
SAMPLE RESOLUTION
Forming a Committee

RESOLUTION NO. ________

A RESOLUTION SUPPORTING THE KEEP LOUISIANA BEAUTIFUL, INC. ORGANIZATION IN ______________ AND ESTABLISHING A KEEP _____ BEAUTIFUL COMMITTEE.

WHEREAS, ____________ desires to improve the physical quality of community life; and

WHEREAS, a clean environment contributes to the emotional, physical, and economic well-being of our citizens; and

WHEREAS, the Affiliate Program, developed by Keep Louisiana Beautiful, Inc. will assist greatly in reducing the improper handling of waste, and thereby reduce litter and increase solid waste management activities:

NOW, THEREFORE, BE IT RESOLVED BY ______________ that the governing body hereby endorses the organization and supports the participation with Keep Louisiana Beautiful, Inc., and

FURTHER, _________ hereby recognizes the Keep ______ Beautiful Committee. Said committee shall be an official committee and shall be accountable to ________. The members and Chairperson of the Keep __________ Beautiful Committee shall be appointed/elected by ________.

This resolution shall be in full force and effect from and after its adoption.

PASSED AND APPROVED by the city of ______________ on the _____ day of _____________, 20___/

ISSUER: City of ______________

__________________________________________  ________________________________

Mayor  Witness
## 501(C)(3) SETUP CHECKLIST

### COMPANY INFORMATION

<table>
<thead>
<tr>
<th>Company name:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Address:</td>
<td></td>
</tr>
<tr>
<td>Telephone number:</td>
<td></td>
</tr>
<tr>
<td>Primary Contact Name:</td>
<td></td>
</tr>
<tr>
<td>Primary Contact Email:</td>
<td></td>
</tr>
</tbody>
</table>

### CHECKLIST

- **Prepare Certificate of Formation – document filed with the Secretary of State to form the nonprofit corporation**
  - Includes: Purposes Clause, IRS Language, Initial Directors, Incorporator, Registered Agent and Address, and members

- **File the Certificate with the Secretary of State**

- **Prepare Bylaws – contain the rules governing the internal structure and internal management of the corporation**
  - Important issues in drafting the bylaws include: Meetings, Leadership, Provisions for membership, Quorum, Controls, Committees, Fiscal Year, Bylaw Amendments

- **Meeting of Initial Directors to Adopt Bylaws and Transact Business**
  - At the initial meeting, the following actions should be taken: Adopt bylaws, elect officers, 501(c)(3) application, appoint members of committees, fix the location of the principal office, etc.

- **Apply for a Federal Employer Identification Number (EIN)**
  - An EIN is needed whether or not the organization has employees

- **Prepare Federal Tax-Exemption Application – File the IRS Form 1023**
  - The following must be included as part of the application: Certified copy of the certificate of formation, copy of bylaws, detailed financial statements (or proposed budgets), description of past, present, and future planned activities, names and addresses of directors and officers (and their compensation), Annual accounting period, statement claiming the organization as a private foundation or public charity, and the EIN

- **Apply for Property Tax- Exemptions from the Local Tax Appraisal District**
  - To receive the exemption, submit a copy of the Comptroller determination and Form 50-299 found here: [http://www.window.state.la.us/taxinfo/taxforms/02-form06.html](http://www.window.state.la.us/taxinfo/taxforms/02-form06.html) to the local appraisal district

- **Submit IRS Form 990 every tax year**
SAMPLE ARTICLES OF INCORPORATION

ARTICLES OF INCORPORATION
OF
(name of organization)

I

The name of this corporation is ____________________________________________________________.

II

A. This organization is a nonprofit public benefit corporation and is not organized for the private gain of any person. It is organized under the Nonprofit Public Benefit Corporation Law for charitable purposes.

B. The Specific purposes for which this corporation is organized include, but are not limited to: [the preservation and management of parkland and delivery of programs for scientific, historic, educational, ecological, recreational, agricultural, scenic or open space opportunities.]

III

The name and address in the State of Louisiana of this Corporation's initial agent for service of process is:

Name ____________________________________________________________

Address ____________________________________________________________

COMMENT: Section III indicates to the Secretary of State and other interested parties the name of the person to whom legal documents must be sent. The initial agent is usually one of the initial directors of the corporation. If the corporation has established a principal office, this address should be listed as the agent's address. Otherwise, the agent's home address is acceptable.

IV

A. The corporation is organized and operated exclusively for charitable purposes within the meaning of Section 501(c)(3) of the Internal Revenue Code.

B. Notwithstanding any other provision of these Articles, the corporation shall not carry on any other activities not permitted to be carried on (1) by a corporation exempt from federal income tax under Section 501 (c)(3) of the Internal Revenue Code or (2) by a corporation contribution to which are deductible under Section 170(c)(2) of said Code, or the corresponding provisions of any future statute of the United States.

C. No substantial part of the activities of this corporation shall consist of carrying on propaganda or otherwise attempting to influence legislation; nor shall the corporation participate or intervene in any political campaign (including the publishing or distribution of statements) on behalf of any candidate for public office.
V

The name and address and office held of the persons designated to act as the initial Board of Directors of this corporation are: [List their names and addresses. Most states require a minimum of three Board Members/Officers for incorporation purposes.]

VI

A. The property of this Corporation is irrevocably dedicated to charitable purposes and no part of the net income or assets of the corporation shall ever insure to the benefit of any director, trustee, member or officer of this corporation, or to any private person.

B. Upon the dissolution or winding up of the corporation, any assets remaining after payment of, or provision for payment of, all debts and liabilities shall be distributed to a governmental entity described in Section 170(b)(1)(A)(v) of the Internal Revenue Code, or to a nonprofit fund, foundation, or corporation which is organized and operated exclusively for charitable purposes, which has established its tax exempt status under Section 501(c)(3) of the Internal Revenue Code, and which is qualified to receive "qualified conservation contributions" within the meaning of Section 170(h) of said Code, or the corresponding provisions of any future statute of the United States.

C. In the event of a liquidation of this corporation, all corporate assets shall be disposed of in such a manner as may be directed by decree of the superior court for the county in which the corporation has its principal office, on petition therefore by the Attorney General or by any person concerned in the dissolution, in a proceeding to which the Attorney General is a party.

IN WITNESS WHEREOF, the undersigned, being the Incorporators of [name of nonprofit] and the initial directors named in these Articles of Incorporation on ______________________, 20______.

INCORPORATORS

[typed name], Incorporator

[typed name], Incorporator

DIRECTORS

[typed name], Director

[typed name], Director

[typed name], Director
COMMENT: The minimum actual number of Incorporators and the number of Directors depends on your
state's nonprofit incorporation requirements that can be obtained from the Secretary of State or known
to law offices or published in nonprofit guidebooks. It is advisable to have at least three directors.

Also note that if the initial directors are named in the Articles of Incorporation, it is not necessary to have
incorporators. However, having both incorporators and initial directors may be advisable if the nonprofit
wishes to demonstrate broad community support.

Remember that any incorporators and all named directors must sign the Articles of Incorporation, as
provided for above, and must also acknowledge having signed the Articles. This acknowledgement must
be a separate form from the body of the instrument (see sample declaration below).

Declaration

We are the persons whose names are subscribed below. We collectively are all of the incorporators of
________ [name of nonprofit] _______ and all of the initial directors named in the Articles of Incorporation,
and we have executed these Articles of Incorporation. The foregoing Articles of Incorporation are out act
and deed, joint and severally.

Executed on ___________________, 20______,
at _______________________________, [city and state]

We, and each of us, declare that the foregoing is true and correct.

[signature]

_____________________________________________
[typed name], Incorporator

_____________________________________________
[typed name], Incorporator

_____________________________________________
[typed name], Director

_____________________________________________
[typed name], Director
SAMPLE JOB DESCRIPTIONS

These brief job descriptions share the basic responsibilities of a board member or staff member. Use these samples to create your own for your organization’s needs.

Sample Board Member Job Description

Your Organization Name
Member of the Board of Directors

Mission
[Organization]’s mission is to...

For more information, please visit our website at:

Position
The Board will support the work of [organization] and provide mission-based leadership and strategic governance. While day-to-day operations are led by [organization]’s Executive Director, the Board-ED relationship is a partnership, and the appropriate involvement of the Board is both critical and expected. Specific Board Member responsibilities include:

Leadership, governance and oversight

- Serving as a trusted advisor to the Executive Director as she/he develops and implements [organization]’s strategic plan
- Reviewing outcomes and metrics created by the organization for evaluating its impact, and regularly measuring its performance and effectiveness using those metrics; reviewing agenda and supporting materials prior to board and committee meetings
- Approving organization’s annual budget, audit reports, and material business decisions; being informed of, and meeting all, legal and fiduciary responsibilities
- Contributing to an annual performance evaluation of the Executive Director
- Assisting the Executive Director and board chair in identifying and recruiting other Board Members
- Partnering with the Executive Director and other board members to ensure that board resolutions are carried out
- Serving on committees or task forces and taking on special assignments
- Representing the organization to stakeholders; acting as an ambassador
- Ensuring the organization’s commitment to a diverse board and staff that reflects the communities [organization name] serves

Fundraising
Board Members will consider [organization] a philanthropic priority and make annual gifts that reflect that priority. So that [organization] can credibly solicit contributions from foundations, organizations, and individuals, [organization] expects to have 100 percent of Board Members make an annual contribution that is commensurate with their capacity.

Board terms/participation
Board Members will serve a two-year term to be eligible for re-appointment for one additional term. Board meetings will be held quarterly and committee meetings will be held in coordination with full board meetings.
Qualifications
This is an extraordinary opportunity for an individual who is passionate about [organization]’s mission and who has a track record of board leadership. Selected Board Members will have achieved leadership stature in business, government, philanthropy, or the nonprofit sector. His/her accomplishments will allow him/her to attract other well-qualified, high-performing Board Members.

Ideal candidates will have the following qualifications:

- Extensive professional experience with significant executive leadership accomplishments in business, government, philanthropy, or the nonprofit sector
- Savvy diplomatic skills and a natural affinity for cultivating relationships and persuading, convening, facilitating, and building consensus among diverse individuals
- Personal qualities of integrity, credibility, and a passion for improving the lives of [organization]’s beneficiaries

Service on [organization]’s Board of Directors is without remuneration, except for administrative support, travel, and accommodation costs in relation to Board Members’ duties.

Sample Executive Director Job Description

Summary:
Administers and directs all program, financial, public relations, fundraising, and personnel activities for the organization and is responsible for the administrative affairs of Keep _____ Beautiful.

Job Description:

- Oversee grassroots community program to promote litter prevention, beautification, community involvement, and solid waste minimization and manage the day-to-day operations of the organization.
- Maintain and train board of directors for continued operation of nonprofit organization.
- Assist in the development and implementation of strategic plans.
- Develop relationships with government agencies, school districts, businesses, civic associations, and media in order to encourage participation in community workdays.
- Represent the organization and its committees at meetings, forums, and workshops.
- Develop and interpret policies and procedures for programs and events.
- Develop programs for public awareness, fund development, education, and special events.
- Oversee the administration of the annual budget including grants and contracts.
- Responsible for all aspects of human resources including payroll and benefits of employees.
- Coordinate and promote relevant Keep Louisiana Beautiful and Keep America Beautiful programs.
- Prepare reports to maintain certification including conducting annual cost/benefit analysis and litter index.
- Maintain knowledge of, and relationships with, industries and associations to be responsive to emerging trends that impact the organization.
- Perform other duties as determined from time to time.
Requirements and skills:

- Bachelor’s degree with 3 years of experience in community engagement, public administration, marketing, program development, or a mission related field.
- Operate a personal computer using word processing and spreadsheet software, demonstrate ability to maintain computer database records, exceptional abilities in oral and written communications, ability to work with public and private entities, and ability to coordinate multiple tasks. Ability to stoop and squat, lift and maneuver 30-pound boxes. Maintain appropriate Louisiana driver’s license applicable to job responsibilities and have a good driving record.
KEEP LOUISIANA BEAUTIFUL LOGOS

Whenever possible an affiliate should co-brand print and screen work with the Keep Louisiana Beautiful logo. Digital versions of the KLB logo can be downloaded on the Affiliate Resource Center at www.keeplouisianabeautiful.org

Color Logo

Black and White Logo

Primary Color Values:
Blue: Pantone 2995 C
Gold: Pantone 1365 C
Black

Font Style:
Title - Market OT
Copy - Helvetica
Affiliate Logos

Keep Louisiana Beautiful State Affiliates are united in brand, name and image. Keep Louisiana Beautiful has created two logo versions to choose from. One version supports a strong state network brand while the other one allows communities to add a more localized flare.

Version 1: Keep Louisiana Beautiful recommends this version because a standard, widely used affiliate logo will strengthen the affiliate network brand and make affiliates more identifiable throughout the state.

Primary Color Values:
Blue: Pantone 2995 C
Gold: Pantone 1365 C
Black

Font Style:
“Keep” - Remora Sans W3 Demi
Affiliate Name - Altivo Black
“Beautiful” - Altivo Regular
Tagline - Altivo Medium

Version 2: Custom logo
PARLIAMENTARY PROCEDURE

Procedures at a Glance

<table>
<thead>
<tr>
<th>To do this*</th>
<th>You say this</th>
<th>May you interrupt speaker?</th>
<th>Must you be seconded?</th>
<th>Is the motion debatable?</th>
<th>Is the motion amendable?</th>
<th>What vote is required?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adjourn the meeting</td>
<td>I move that we adjourn.</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>Majority</td>
</tr>
<tr>
<td>Recess the meeting</td>
<td>I move that we recess until...</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
<td>Majority</td>
</tr>
<tr>
<td>Complaint noise or room temperature</td>
<td>Point of privilege</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No vote required**</td>
</tr>
<tr>
<td>Suspend further consideration of something</td>
<td>I move the table it.</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>Majority</td>
</tr>
<tr>
<td>End debate</td>
<td>I move the previous question.</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
<td>Two-thirds</td>
</tr>
<tr>
<td>Postpone consideration of something</td>
<td>I move we postpone this matter until...</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Two-thirds</td>
</tr>
<tr>
<td>Have something studied further</td>
<td>I move to refer this matter to a committee.</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Majority</td>
</tr>
<tr>
<td>Amend a motion</td>
<td>I move that this motion be amended by...</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Majority</td>
</tr>
<tr>
<td>Introduce business (a primary motion)</td>
<td>I move that...</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Majority</td>
</tr>
</tbody>
</table>

* The motions or points are listed in established order of precedence. When any one of them is pending, you may not introduce one THAT IS listed below it. You may introduce one that is listed above it.

** President/Chairperson decides
SAMPLE BOARD MEETING AGENDA

ABC Company
123 Main St.
Anytown, USA 12345

AGENDA
January 12, 2021
Time: 9:00 am

Location:
Company Corporate Office
123 Main St. Suite A
Anytown, USA 12345

I. Call to Order
II. Approval of the Agenda
III. Approval of the Minutes
IV. Reports
   I. Executive Director
   II. Finance Director
   III. Nominating Committee
   IV. Governance Committee
   V. Public Relations Committee
V. Old Business
   I. Board nominations
   II. Contract negotiations
VI. New Business
   I. Special Event
VII. Comments and Announcements
VIII. Adjournment

Next meeting date March 12, 2021
COMMUNITY ASSESSMENT

Use these surveys to get an analysis of the current situation in your community. There are six different surveys and evaluations you can use to your advantage. Keep in mind that they are not scientifically based, but it is a good way to get an idea of where your community needs work. Some of the surveys require volunteers, while others can be done by board members or staff.

Community Improvement Checklist

| Community: ____________________________________________ | Contact: __________________________ | Date: __________________________ |

Mark the applicable answer to each question with a "no" answer indicating a need for improvement. Blank lines in each section allow you to add specific questions of concern for your affiliate.

<table>
<thead>
<tr>
<th>General</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do the entrances to the community create a favorable impression to visitors?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Are the areas along the entrances free from objectionable views such as dilapidated structures, junk cars, dead trees, fences down, etc.?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Is the general appearance of the city neat and clean?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Would a visitor be attracted to become a resident or business owner in the community?</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Streets/Sidewalks</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall, are the streets free of litter and debris?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Residential streets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Downtown streets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business areas</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Overall, are the sidewalks free of litter and debris?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Residential sidewalks</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Downtown sidewalks</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business sidewalks</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Are sidewalks smooth and free from hazards?</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Parks, Playgrounds, Tourist Spots</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Are the parks maintained in a neat condition?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Are the trees in the parks in healthy condition without dead limbs or disease?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Are buildings painted and in good repair?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Is equipment painted and in good repair?</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Schools and Church Grounds</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Is the landscaping at schools adequate?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Question</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>-------------------------------------------------------------------------</td>
<td>-----</td>
<td>----</td>
</tr>
<tr>
<td>Is the landscaping at schools well-maintained?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Does the maintenance at churches set a good example for the community?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Are youth involved in planting and maintenance of the school grounds?</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Business Areas</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Are the buildings well-maintained and painted?</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Are the windows clean?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Is the area behind the buildings free of trash and debris?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Is equipment and merchandise displayed in an orderly manner or screened from public view by a fence or other means?</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Cemeteries</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Are the cemeteries well-maintained?</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Is the fence surrounding the cemetery in good condition and free of debris?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Do the cemeteries have an adequate number of healthy trees?</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Homes/Neighborhoods</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Are the homes in good condition and painted?</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Are the yards well-maintained?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Are yards free from trash and debris?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Are there junked cars parked in driveways or otherwise visible from public streets?</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Vacant Lots</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Are vacant lots in business areas clean and free of weeds?</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Are vacant lots in the business areas maintained with no stacks of debris and/or junked vehicles?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Are residential vacant lots mowed?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Are residential vacant lots free of construction debris and other trash?</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Disposal Areas</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Are dumpsters screened from public streets?</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Are dumpster areas clean and free of stacked debris?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Do business areas have defined disposal areas?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Are residential alleys or disposal areas defined?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Are business areas around disposal sites clean and free of debris?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Are recycling areas clearly defined from waste disposal areas?</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
LITTER SURVEY

Based on the Keep America Beautiful Litter Index and Litter/Solid Waste Evaluation, volunteers will review areas in the community for overall litter conditions. An average is determined for each site based on 3-9 volunteer scores. The group should travel together so they are viewing the area under the same conditions.

Rank each site based on:

- Excellent - no litter or minimal litter
- Good - small amount of litter that could be collected by one person
- Fair - litter that would require and organized clean up
- Poor - heavy litter that would require heavy equipment or a large-scale cleanup for the area

Business Area: ________________________________________________________________

<table>
<thead>
<tr>
<th>Location</th>
<th>Excellent</th>
<th>Good</th>
<th>Fair</th>
<th>Poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Streets</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sidewalks</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vacant lots</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Driveways</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Parking lots</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yards</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Alleys</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Loading docks</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Are trash receptacles:  □ Adequate  □ Inadequate  □ Covered  □ Overflowing
Are dumpsters:  □ Screened from public streets  □ Visible to public streets  □ Clean  □ Overflowing

Comments: ________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________
<table>
<thead>
<tr>
<th>Location</th>
<th>Excellent</th>
<th>Good</th>
<th>Fair</th>
<th>Poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sidewalks around site</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sidewalks within site</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Picnic Areas</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Playgrounds</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Parking lots</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Planted Areas</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Open Areas</td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

Are trash receptacles: ☐ Adequate ☐ Inadequate ☐ Covered ☐ Overflowing

Comments: ____________________________________________
_____________________________________________________
_____________________________________________________

Residential Area: ______________________________________

<table>
<thead>
<tr>
<th>Location</th>
<th>Excellent</th>
<th>Good</th>
<th>Fair</th>
<th>Poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Streets</td>
<td></td>
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</tr>
<tr>
<td>Sidewalks</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Vacant lots</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Driveways</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Parking lots</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yards</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Alleys</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Are trash receptacles: ☐ Adequate ☐ Inadequate ☐ Covered ☐ Overflowing
Are dumpsters: ☐ Screened from public streets ☐ Visible to public streets ☐ Clean ☐ Overflowing
Are disposal areas: ☐ Clean ☐ Littered

Comments: ____________________________________________
_____________________________________________________
_____________________________________________________

122 Affiliate Handbook
School Area: ____________________________

<table>
<thead>
<tr>
<th>Location</th>
<th>Excellent</th>
<th>Good</th>
<th>Fair</th>
<th>Poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Street</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Sidewalks</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Entrances</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Driveways</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Parking lots</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yards</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Playgrounds</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Loading docks</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Are trash receptacles: ☐ Adequate  ☐ Inadequate  ☐ Covered  ☐ Overflowing
Are dumpsters: ☐ Screened from public streets  ☐ Visible to public streets  ☐ Clean  ☐ Overflowing

Comments: _________________________________________________________________
______________________________________________________________
______________________________________________________________

Shopping Center Area: ____________________________

<table>
<thead>
<tr>
<th>Location</th>
<th>Excellent</th>
<th>Good</th>
<th>Fair</th>
<th>Poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Streets</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Sidewalks</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Planted areas</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Driveways</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Parking lots</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Alleys/Disposal Area</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Loading docks</td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

Are trash receptacles: ☐ Adequate  ☐ Inadequate  ☐ Covered  ☐ Overflowing
Are dumpsters: ☐ Screened from public streets  ☐ Visible to public streets  ☐ Clean  ☐ Overflowing

Comments: _________________________________________________________________
______________________________________________________________
______________________________________________________________
Beach/Waterway Area: ________________________________

<table>
<thead>
<tr>
<th>Location</th>
<th>Excellent</th>
<th>Good</th>
<th>Fair</th>
<th>Poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access roads</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sidewalks/Paths</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Picnic Areas</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Parking lots</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Playgrounds</td>
<td></td>
<td></td>
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<tr>
<td>Waterline</td>
<td></td>
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</tr>
</tbody>
</table>

Are trash receptacles:  ☐ Adequate  ☐ Inadequate  ☐ Covered  ☐ Overflowing
Are dumpsters:       ☐ Screened from public streets  ☐ Visible to public streets  ☐ Clean  ☐ Overflowing

Comments: ____________________________________________
____________________________________________________
____________________________________________________

Right-of-ways (curb to front yard) From/To: ________________________________

<table>
<thead>
<tr>
<th>Source of Litter</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improper waste putouts/set-outs</td>
<td></td>
</tr>
<tr>
<td>Nearby food establishments</td>
<td></td>
</tr>
<tr>
<td>Illegal dumping</td>
<td></td>
</tr>
<tr>
<td>Motorists</td>
<td></td>
</tr>
<tr>
<td>Pedestrians</td>
<td></td>
</tr>
<tr>
<td>Uncovered vehicle</td>
<td></td>
</tr>
<tr>
<td>Other:</td>
<td></td>
</tr>
</tbody>
</table>

Are trash receptacles:  ☐ Adequate  ☐ Inadequate  ☐ Covered  ☐ Overflowing

Comments: ____________________________________________
____________________________________________________
____________________________________________________
### Streets (in street or on pavement)

**From/To:**

<table>
<thead>
<tr>
<th>Source of Litter</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improper waste putouts/set-outs</td>
<td></td>
</tr>
<tr>
<td>Nearby food establishments</td>
<td></td>
</tr>
<tr>
<td>Illegal dumping</td>
<td></td>
</tr>
<tr>
<td>Motorists</td>
<td></td>
</tr>
<tr>
<td>Pedestrians</td>
<td></td>
</tr>
<tr>
<td>Uncovered vehicle</td>
<td></td>
</tr>
<tr>
<td>Other:</td>
<td></td>
</tr>
</tbody>
</table>

Are trash receptacles: [ ] Adequate  [ ] Inadequate  [ ] Covered  [ ] Overflowing

Comments:


### Railroad Area From/To:

<table>
<thead>
<tr>
<th>Source of Litter</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improper waste putouts/set-outs</td>
<td></td>
</tr>
<tr>
<td>Nearby food establishments</td>
<td></td>
</tr>
<tr>
<td>Illegal dumping</td>
<td></td>
</tr>
<tr>
<td>Motorists</td>
<td></td>
</tr>
<tr>
<td>Pedestrians</td>
<td></td>
</tr>
<tr>
<td>Uncovered vehicle</td>
<td></td>
</tr>
<tr>
<td>Other:</td>
<td></td>
</tr>
</tbody>
</table>

Are trash receptacles: [ ] Adequate  [ ] Inadequate  [ ] Covered  [ ] Overflowing

Comments:


COMMUNITY SURVEY: BEFORE AND AFTER EVALUATION

The purpose of this survey is to obtain a numerical count that will indicate the need for improvement in the community. A survey will be taken and then compared to a second survey completed after one year, or another time interval determined by the community. Like "before" and "after" photographs, the survey will assist a community in determining needs and progress. A numerical count for each neighborhood, business area, or other defined area should be indicated along with the date of the survey. Record specific addresses on another sheet that may be provided to city officials or inspectors.

Residential Survey Site(s): ______________________________________________________

Business Survey Site(s): ______________________________________________________

Park Survey Site(s): __________________________________________________________________

School Survey Site(s): __________________________________________________________________

Public Building Site(s): __________________________________________________________________

Population _________ on Survey Date / / Population _________ on Survey Date / /

<table>
<thead>
<tr>
<th>Category/Location</th>
<th>Total # Sites Surveyed</th>
<th>1st Survey Date / /</th>
<th>2nd Survey Date / /</th>
<th>Difference in Number +/-</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homes</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Need of repair and/or painting</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Need to be removed</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other Buildings</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Need of repair and/or painting</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Need to be removed</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yards</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Acceptable, clean appearance</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>In need of mowing</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>In need of trash/debris removal</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fences</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Need repair</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Need to be removed</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Streets and Sidewalks</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Need weed control or mowing</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Need repair of street</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Need repair or leveling of sidewalk</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Need cleanup of area</td>
<td></td>
<td></td>
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<tr>
<td>----------------------</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td></td>
</tr>
<tr>
<td><strong>Parks, Playgrounds, Tourist Areas</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Need of repair or painting of equipment or structures</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Need mowing</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Needs trash/debris removal</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Vacant Lots</strong></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Total number</td>
<td></td>
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</tr>
<tr>
<td>Need mowing</td>
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</tr>
<tr>
<td>Need cleanup</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Trees</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dead and need to be removed from public property</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Need dead branches removed or tree pruned on public property</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Dead and need to be removed from private property</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Need dead branches removed or tree pruned on private property</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Business Buildings</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Need of repair or painting</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Need to be removed</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Public Buildings</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Need of repair or painting</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Need to be removed</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Schools</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Landscaping satisfactory and well maintained</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Landscaping inadequate or not maintained</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Churches</td>
<td></td>
<td></td>
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<tr>
<td>----------</td>
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</tr>
<tr>
<td>Landscaping satisfactory and well maintained</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Landscaping inadequate or not maintained</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Disposal Areas</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>In view of streets or highways</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Not in view of streets or highways</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Other Sites</th>
<th></th>
<th></th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Community Evaluation Report</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
<td>Mowing</td>
<td>Trash Removal</td>
<td>Structure Removal</td>
</tr>
<tr>
<td>---------</td>
<td>---------</td>
<td>----------------</td>
<td>-------------------</td>
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<td></td>
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</tbody>
</table>
Community Ordinance & Education Survey

In analyzing ordinances, consider each question below and determine the relevance to your community's waste handling practices. Note: Not all questions will be appropriate to all communities. This document is based on the Keep America Beautiful, Inc. Litter/Solid Waste Evaluation.

Sources of Litter

Do your community’s existing ordinances identify the major sources of litter?

<table>
<thead>
<tr>
<th>Source</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Motorists</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pedestrians</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Uncovered vehicles</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Improper residential refuse putouts/set-outs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Improper dumpster refuse putouts/set-outs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Construction debris</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Loading areas</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Illegal dumping</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Do your community's present ordinances identify other potential sources of litter?

<table>
<thead>
<tr>
<th>Source</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maintenance of sidewalks, alleys, and rights-of-way</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recycling Collection sites</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Scavengers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Placement of handbills</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Signs on utility poles</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Outdoor events</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other:</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Responsibilities/Enforcement

Do your community’s ordinances assign responsibility for maintaining property in a litter-free condition, including litter generated by other sources?

<table>
<thead>
<tr>
<th>Individual</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homeowner/Tenant</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Businesses/Commercial Establishment</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Builder/Contractor</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Landowner (vacant lot)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Landowner (public property or right-of-way)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other:</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Do your community's ordinances identify who has the authority to enforce the ordinances? List each group's responsibility next to the enforcement authority.

<table>
<thead>
<tr>
<th>Enforcement Authority</th>
<th>Responsibility</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Building Department</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Parks Department</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Health Department</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fire Department</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Solid Waste/Public Works</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Code Enforcement</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Police Department</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other:</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Collection Practices**

What are the collection practices specified in your community’s ordinance or contract for waste service?

<table>
<thead>
<tr>
<th>Material</th>
<th>How Often is this Collection Practice Used? (weekly, bi-weekly, etc.)</th>
<th>Practice (from where and how such as bagged, in cans/containers, drop-off, curb)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Household Waste</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Commercial Trash</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yard Waste</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Oversized Household Waste</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Household Hazardous Waste</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recyclables</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other:</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
**Receptacles**

How many public litter receptacles (trashcans) are located in each of the following areas? Is the capacity or collection adequate?

<table>
<thead>
<tr>
<th>Area</th>
<th># of Receptacles</th>
<th>Adequate Capacity?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Yes</td>
</tr>
<tr>
<td>Primary Roads</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Secondary Roads</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Parks</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Picnic Areas</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Downtown Area</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shopping Center</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trails or paths</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other:</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Education Programs**

Which of the following organizations participate in public education programs or would assist in education programs in the future?

<table>
<thead>
<tr>
<th>Organization</th>
<th>Litter Prevention</th>
<th>Solid Waste Management</th>
<th>Beautification</th>
<th>Community Improvement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chamber of Commerce</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Garden Clubs</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Women’s Clubs</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Service Club</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Service Club</td>
<td></td>
<td></td>
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<td>Service Club</td>
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<tr>
<td>Service Club</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Service Club</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Youth Group</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Girl Scouts</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Boy Scouts</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Camp Fire</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Church Groups</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Schools</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Merchant Groups</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>
LITTER ATTITUDES SURVEY

*Present this survey to your board members, to volunteers at an event, or at a community meeting to see what areas your organization can improve in.*

We need your input in order to continue our successful program. Feel free to make additional comments. Please check "yes" or "no" to the following questions based on your personal experience.

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
<th>Question</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>In the past month, do you recall dropping a paper wrapper or similar small litter item on a street, sidewalk, or parking lot?</td>
</tr>
<tr>
<td></td>
<td></td>
<td>In the past month, do you recall dropping a paper sack, cup or similar litter item on a street, sidewalk, or parking lot?</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Do you think the community has a litter problem?</td>
</tr>
<tr>
<td></td>
<td></td>
<td>In your opinion, do you think the streets have more visible litter than one year ago?</td>
</tr>
<tr>
<td></td>
<td></td>
<td>In your opinion, do you think the downtown area has more litter than one year ago?</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Do you feel that you are helping to reduce litter in the community?</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Do you feel that you help influence others in reducing litter in the community?</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Are you familiar with the &quot;Love the Boot&quot; campaign?</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Are you aware that the message is part of an anti-litter campaign?</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Have you ever heard of Keep Louisiana Beautiful?</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Have you ever heard of Keep America Beautiful?</td>
</tr>
</tbody>
</table>

**In your opinion which of the following could be a source of litter:**

- Motorists
- Pedestrians
- Construction Sites
- Uncovered Trucks
- Household Trash
- Commercial Dumpsters
- Loading Docks
- Boaters

Age:  _____ under 11   _____ 12-16   _____ 16-24   _____ 25-36   _____ 37-45   _____ 45-60   _____ 60-75   _____ 75+
AFFILIATE NEEDS ASSESSMENT CHECKLIST

It is best practice to assess your organization on a regular basis to determine your strengths and weaknesses.

<table>
<thead>
<tr>
<th>Organization - General</th>
<th>Adequate</th>
<th>Needs Improvement</th>
<th>None</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current and communicated statement of Purpose/Mission</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Current and communicated statement of guiding principles</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Functional set of bylaws</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Annual review of bylaws</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Annual review of programming</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Board of Directors</th>
<th>Adequate</th>
<th>Needs Improvement</th>
<th>None</th>
</tr>
</thead>
<tbody>
<tr>
<td>Board establishes policy</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Receives adequate information for policy deliberations</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Active Executive Committee</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Board Members personally involved in programs and activities</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Board minutes distributed to each Board Member</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Year-round Board Nomination Committee</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Written job descriptions and expectations for Board Members</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Orientation &amp; training for new Board Members</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Regular scheduled Board Meetings</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Board Member attendance at meetings</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Systematic rotation of Board Members</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Annual Board Member evaluation</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Personal financial support by Board Members</td>
<td></td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Committee</th>
<th>Adequate</th>
<th>Needs Improvement</th>
<th>None</th>
</tr>
</thead>
<tbody>
<tr>
<td>Board Members active participation on Committees</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad-hoc Committees to handle one-time projects</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recruit non-board members for committees</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Committee job descriptions</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Committee's specific goals and objectives</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Committee tasks outlined and delineated</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Communication between Committees</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Outreach Programming</strong></td>
<td>Adequate</td>
<td>Needs Improvement</td>
<td>None</td>
</tr>
<tr>
<td>----------------------</td>
<td>---------</td>
<td>------------------</td>
<td>------</td>
</tr>
<tr>
<td>Community outreach -youth</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community outreach -senior citizens</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community outreach – other organizations</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community outreach – elected officials</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Volunteers/Workers</strong></th>
<th>Adequate</th>
<th>Needs Improvement</th>
<th>None</th>
</tr>
</thead>
<tbody>
<tr>
<td>List of volunteer opportunities</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Communication with volunteers</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Volunteer job descriptions, including cleanup volunteers</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recruitment of new volunteers</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Volunteer orientation and training</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Volunteer &quot;rewards&quot; dinner, prizes, etc.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Volunteer evaluation</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Planning</strong></th>
<th>Adequate</th>
<th>Needs Improvement</th>
<th>None</th>
</tr>
</thead>
<tbody>
<tr>
<td>Written statement of goals and objectives</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>One-year plan (short term)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Three-year plan (medium term)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Five-year plan (long term)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Annual evaluation of past year's accomplishments and setbacks</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Annual review of goals and objectives and revision of future plans</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Finances</strong></th>
<th>Adequate</th>
<th>Needs Improvement</th>
<th>None</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial planning and goal setting</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Budget preparation process</td>
<td></td>
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<tr>
<td>Budget monitoring</td>
<td></td>
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<tr>
<td>Cash flow projections/monitoring</td>
<td></td>
<td></td>
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<tr>
<td>Annual audits</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Monthly financial statements</td>
<td></td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Fundraising Program</strong></th>
<th>Adequate</th>
<th>Needs Improvement</th>
<th>None</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assistance from volunteers</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Training of volunteers/Board for fundraising</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Potential donor list</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Membership Marketing/Campaign (If Applicable)</td>
<td>Adequate</td>
<td>Needs Improvement</td>
<td>None</td>
</tr>
<tr>
<td>---------------------------------------------</td>
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</tr>
<tr>
<td>Annual membership marketing plan</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stated earned income goals</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mailing list - current</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mailing lists - other organizations (gardening, civic, partners)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Campaign kick-off event</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Public Relations</th>
<th>Adequate</th>
<th>Needs Improvement</th>
<th>None</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual public relations plan and budget.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Understanding and communicating organization position and responsibilities within the community</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Organized means for receiving and evaluating feedback from various sources</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Speakers Bureau (Speak to groups and organizations)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Coordination with Marketing &amp; Fundraising Committees</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Production of season brochure.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Newsletter</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advertising</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community awareness</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Organizational Goal/Objective Worksheet

<table>
<thead>
<tr>
<th>Goal:</th>
<th></th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Objective 1:</th>
<th>Tasks:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Timeframe:</td>
<td></td>
</tr>
<tr>
<td>Performance Measures:</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Objective 2:</th>
<th>Tasks:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Timeframe:</td>
<td></td>
</tr>
<tr>
<td>Performance Measures:</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Objective 3:</th>
<th>Tasks:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Timeframe:</td>
<td></td>
</tr>
<tr>
<td>Performance Measures:</td>
<td></td>
</tr>
</tbody>
</table>
SAMPLE PROJECT/PROGRAM EVALUATION FORM

Evaluation examines the design, processes, implementation and outcomes of a program. It enables an organization to deliver services, demonstrate impact, and provide information for future improvements. It is best practice to evaluate your programs periodically.

Your Organization

[Select Date]

<table>
<thead>
<tr>
<th>Project Name</th>
<th>Project Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Project Coordinator</th>
<th>Date of Event/Project</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Project Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Estimated Start Date</th>
<th>Estimated End Date</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Project Description

This activity has the following subtasks:

<Task #1: Brief description of task>
<Task #2: Brief description of task>
<Task #3: Brief description of task>

Completion Criteria

Briefly describe the required criteria that determines if this activity is complete.

Note that there is a separate section in this form where you can describe the overall completion criteria for the project

Deliverables

List or summarize all specific deliverables resulting from this activity.

- Deliverable #1
- Deliverable #2
- Deliverable #3
Estimated Budget for Project

Your organization should have a budget for the project/program/event. You can use this section to determine how well you are staying on budget.

### Project Costs

<table>
<thead>
<tr>
<th>Item/Service</th>
<th>Qty.</th>
<th>Estimated Hours</th>
<th>Budgeted Cost</th>
<th>Actual Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 &lt;Description&gt;</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 &lt;Description&gt;</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 &lt;Description&gt;</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

### Donated Goods and Services

<table>
<thead>
<tr>
<th>Item/Service</th>
<th>Qty.</th>
<th>Estimated Hours</th>
<th>Budgeted Cost</th>
<th>Estimated Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 &lt;Description&gt;</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 &lt;Description&gt;</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>3 &lt;Description&gt;</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Estimated Value of Volunteers

Be sure to keep track of the number of volunteers you have and the hours they worked.

<table>
<thead>
<tr>
<th>Date</th>
<th>Description of Work</th>
<th>Total Volunteers</th>
<th>Estimated Hours</th>
<th>Value of Volunteer Hours (according to independent sector)</th>
<th>Value of Volunteers</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
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<tr>
<td>Total</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

### Publicity Gained from Project

List links to articles, media exposure, and/or social media activity for the project below.

### Community Reaction/Participation

Describe the positives and negatives of the project according to volunteers and the general public.
Future Projects

Would you recommend doing this project again? Why or why not?

List recommendations or other useful information for future projects similar to this one:

•
•
•
•

The most successful outcome from this project:
## SAMPLE BUDGET

<table>
<thead>
<tr>
<th>Income</th>
<th>Cash</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fundraising</td>
<td>$2,000</td>
<td></td>
</tr>
<tr>
<td>Grant(s)</td>
<td>$5,000</td>
<td></td>
</tr>
<tr>
<td>Individual donations</td>
<td>$1,000</td>
<td></td>
</tr>
<tr>
<td>Host Entity Contribution (ie. local gov., Chamber)</td>
<td>$25,000</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>$33,000</td>
<td>$33,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Expenses</th>
<th>Cost</th>
<th>In-kind</th>
</tr>
</thead>
<tbody>
<tr>
<td>Affiliate Director Salary</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Office, Computer, and Telephone</td>
<td></td>
<td>$6,000</td>
</tr>
<tr>
<td>Supplies</td>
<td></td>
<td>$400</td>
</tr>
<tr>
<td>Annual Affiliation Fee</td>
<td>$150</td>
<td></td>
</tr>
<tr>
<td>BOD Insurance</td>
<td>$600</td>
<td></td>
</tr>
<tr>
<td>Program Equipment</td>
<td>$1500</td>
<td>$500</td>
</tr>
<tr>
<td>Education and Programs</td>
<td>$8500</td>
<td>$1500</td>
</tr>
<tr>
<td>Printing</td>
<td>$500</td>
<td>$500</td>
</tr>
<tr>
<td>Events</td>
<td>$1500</td>
<td>$1500</td>
</tr>
<tr>
<td>Professional Services</td>
<td>$3,000</td>
<td></td>
</tr>
<tr>
<td>Travel</td>
<td>$500</td>
<td></td>
</tr>
<tr>
<td>KLB Conference</td>
<td>$500</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>$13,750* plus salary</td>
</tr>
</tbody>
</table>
# VOLUNTEER TIMESHEET

<table>
<thead>
<tr>
<th>Date</th>
<th>Project/Program/Event</th>
<th>Description of Work</th>
<th>Hours Worked</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tbody>
</table>

**TOTAL:**
SOCIAL MEDIA TOOLS
Social Media Messages Template

<table>
<thead>
<tr>
<th>Facebook</th>
<th>Twitter</th>
</tr>
</thead>
<tbody>
<tr>
<td>[Affiliate name] is now a part of the ever growing @ Keep Louisiana Beautiful network!</td>
<td>Come out and show your support for [affiliate name] and volunteer for [event name]! @KeepLABeautiful</td>
</tr>
<tr>
<td>We’re making [community name] beautiful one step at a time!</td>
<td>[add link to volunteer sign up]</td>
</tr>
<tr>
<td>Sign up to volunteer for [event name] and help continue to make [community name] beautiful!</td>
<td>[Affiliate name] is officially a part of the powerful @KeepLABeautiful network!</td>
</tr>
<tr>
<td>[add link to volunteer sign up]</td>
<td>We’re making [@affiliate name] beautiful one step at a time!</td>
</tr>
<tr>
<td>Thanks to our wonderful volunteers for coming out on [day of event] and helping [pick up litter/plant trees/restore homes/etc.]. We couldn’t have done it without you!</td>
<td>How do you keep [community] beautiful? Share your story! #keep[community]beautiful</td>
</tr>
<tr>
<td>How can you get out and enjoy this AMAZING weather with family and friends while also making a lasting impact on [community]? Join us on [date] for [list activity]</td>
<td>[Affiliate Name] is so happy to be a part of such a powerful volunteer network! @KeepLABeautiful #LovetheBoot</td>
</tr>
<tr>
<td>Get involved and give back to your local community! Find upcoming volunteer opportunities and sign-up today!</td>
<td>Find what makes [community] beautiful and share it with [affiliate name] by posting to our page and using the hashtag #keep[community]beautiful</td>
</tr>
<tr>
<td>[link to volunteer sign up page]</td>
<td></td>
</tr>
</tbody>
</table>

Social Media Ideas
Start a fact campaign! Post a new fact about a certain theme every week.

Some ideas of themes could be:

- Tree Facts – to promote Arbor day
- Ecosystem Facts – to promote Earth Day
- Litter Facts – to use during GAC and Love the Boot events
- Water Conservation and/or Pollution Facts – to promote waterway cleanups or storm drain labeling
- Recycling and/or Waste Pollution Facts – to promote America Recycles Day or RecycleMania

Tree Fact:
Trees keep our watershed clean by reducing stormwater runoff!
Create a pledge campaign that will get people talking about your cause. For a fun contest, enter those who pledge into sweepstakes to win a cool prize!

Some ideas for pledge campaigns are:

- Pledging to recycle
- Pledging to keep [your community or Louisiana] beautiful
- Pledging to conserve water
- Pledging to pick up litter – some organizations have their community pledge to pick up 5 pieces of trash a day

Start an engagement campaign where followers can share their stories, photos, or ideas! A brand engagement campaign encourages both loyal fans and potential new followers to like, share, comment on and contribute to your narrative. Ask your followers a question and have them answer by posting a photo, story, or idea and adding your designated hashtag.

Examples include:

- How do you keep [community or Louisiana] beautiful?
- What will you do to reduce your eco footprint?
- What do you love about [name of community]?
- With an eco-friendly lifestyle lending to the ability to create, how do you upcycle?

Start a monthly campaign to highlight community members supporting your organization – volunteers of the month, yard of the month, campus of the month, etc. This is a great way to tell a story. Plus, the people and organizations you highlight will share your posts with their audiences.

Don’t forget to post lots of pictures of the efforts of your community!
RESOURCES

Below are some organizations that may be able to help you in your mission. These are just a handful of national and state-level organizations, associations, government agencies, and others.

State and National Resources

American Community Gardening Association
The ACGA supports community gardening by facilitating the formation and expansion of state and regional community gardening networks; developing resources in support of community gardening; and encouraging research and conducting educational programs.
https://www.communitygarden.org/

American Forest Foundation
AFF works nationwide and in partnership with local, state and national groups to address ecological and economic challenges that require the engagement of family forest owners.
https://www.americanforests.org/

American Association of Code Enforcement
The American Association of Code Enforcement is a national nonprofit association representing the profession of code enforcement.
https://www.aace1.org/page/c1

Arbor Day Foundation
A 501(c)3 nonprofit conservation and education organization inspiring people to plant, nurture, and celebrate trees through their many programs.
https://www.arborday.org/

College and University Recycling Coalition
A 501(c)3 non-profit organization facilitating the exchange of technical knowledge and best practices for recycling and waste reduction programs among institutions of higher learning.
http://curc3r.org/

Environmental Protection Agency
Provides grants and other resources to state environmental programs, non-profits, educational institutions, and others to achieve their overall mission: protect human health and the environment.
https://www.epa.gov/

GameWarden.org
The mission of everyone at GameWarden.org is to promote the good works of the dedicated individuals who protect wildlife and natural resources, and to be the most reliable and comprehensive educational resource about the career of a game warden.
https://www.gamewarden.org/

Energize Inc.
Website full of publications to help you with anything and everything volunteer related. Offers e-newsletter.
https://www.energizeinc.com/
Institute for Local Self-Reliance
ILSR works with citizens, activists, policymakers and entrepreneurs to design systems, policies and enterprises that meet local or regional needs; to maximize human, material, natural and financial resources; and to ensure that the benefits of these systems and resources accrue to all local citizens.
https://ilsr.org/

International Downtown Association
IDA provides tools, intelligence and strategies for creating healthy and dynamic centers that anchor the well-being of towns, cities and regions of the world.
https://downtown.org/

Keep America Beautiful (KAB)
KAB inspires and educates people to take action every day to improve and beautify their community by envisioning a country in which every community is a clean, green, and beautiful place to live.
www.kab.org

National Audubon Society
Provides science, education, and policy expertise to advance their efforts ranging from protection and restoration of local habitats to the implementation of policies that safeguard birds, other wildlife, and the resources that sustain us all—in the U.S. and across the Americas.
https://www.audubon.org/

National Council of Nonprofits
A resource for America's nonprofits that identifies trends, shares proven practices, and promotes effective solutions.
https://www.councilofnonprofits.org/

National Wildlife Federation
NWF works to improve federal and state policies that will improve wildlife conservation on hundreds of millions of acres of public, tribal and private lands, including thousands of miles of streams, rivers, lakes and coastlines across America.
https://www.nwf.org/

Ocean Conservancy
Ocean Conservancy mobilizes citizen advocates to facilitate change and protect the ocean for future generations.
https://oceanconservancy.org/

Osprey Initiative
The patented Litter Gitter is a tactical in-stream litter collection device used to intercept floating litter from stormwater runoff. The Osprey team handles all aspects of installing and maintaining the “trash traps” and compiles data on the items collected, recycling as much of the litter as possible.
https://osprey.world/

Points of Light
Points of Light is an international nonprofit, nonpartisan organization headquartered in the United States dedicated to engaging more people & resources in solving serious social problems through voluntary service.
https://www.pointsoflight.org/
Recyclebank
Recyclebank partners with communities and waste haulers around the country to reward residents for recycling.
https://www.recyclebank.com/

The Recycling Partnership
The Recycling Partnership is a national nonprofit transforming recycling for good in towns, cities and states all across America.
https://recyclingpartnership.org/

The Nature Conservancy
The Nature Conservancy is the leading conservation organization working around the world to protect ecologically important lands and waters for nature and people.
https://www.nature.org/en-us/

Tree City US
Tree City USA is a program through the Arbor Day Foundation to celebrate the importance of an urban tree canopy and improve the care of vital city trees.
https://www.arborday.org/programs/treeCityUSA/index.cfm

US Green Building Council
The USGBC is the nation's foremost coalition of leaders from across the building industry working to promote buildings that are environmentally responsible, profitable, and healthy places to live and work. LEED is a program of the U.S. Green Building Council.
https://www.worldgbc.org/

US Composting Council
The US Composting Council is involved in research, training, public education, composting and compost standards, expansion of compost markets and the enlistment of public support.
https://www.compostingcouncil.org/

US Department of Agriculture
The USDA provides resources for agriculture, natural resources, rural development, and preservation.
https://www.usda.gov/

Earth 911
Guide to local resources including recycling centers, how to recycle, pollution prevention, and how to help protect the environment.
https://earth911.com/

Lady Bird Johnson Wildflower Center
The Wildflower Center conducts innovative native plant research, develops comprehensive educational materials and consults on landscape development projects of all sizes to capitalize on the ability of native landscapes to improve communities.
https://www.wildflower.org/
**Louisiana 4-H Club**
Louisiana 4-H is the largest youth development program with clubs and groups in all sixty-four parishes.  
https://www.lsuagcenter.com/topics/kids_teens

**Louisiana Association of Nonprofit Organizations**
LANO is a statewide membership association that helps nonprofits to manage and lead more effectively, collaborate and exchange solutions, and achieve greater impact in their communities.  
www.lano.org

**Louisiana Department of Environmental Quality**
Provides resources to protect the state's public health and natural resources consistent with sustainable economic development including HHW and waste tires management.  
https://www.deq.louisiana.gov/

**Louisiana Department of Transportation and Development (LADOTD)**
Enlists volunteers to remove litter and debris from state and federal roadsides through the Adopt-a-Highway program. While saving taxpayer dollars, the program provides recognition for participating groups and organizations, promotes civic responsibility and pride, makes the public aware of the problem and helps keep Louisiana clean and green.  
http://wwwsp.dotd.la.gov/

**Louisiana Department of Wildlife and Fisheries**
The LDWF's mission is to manage and conserve the natural and cultural resources of Louisiana and to provide hunting, fishing, and outdoor recreation opportunities for the use and enjoyment of present and future generations. LDWR’s Law Enforcement Division is the leading litter enforcement agency in the state and manages the anti-litter hotline, 888-LITTERBUG (888.548.7284), to report any littering violations including dumpsites and littering.  
https://www.wlf.louisiana.gov/

**Louisiana Garden Club Federation**
A non-profit organization bringing together the garden clubs of Louisiana through education, beautification, and conservation.  
https://www.lgcfinc.org/

**Louisiana Main Street**
Since 1984, Louisiana Main Street has helped communities transform the way they think about the revitalization and management of their downtowns and neighborhood commercial districts.  
https://www.crt.state.la.us/cultural-development/historic-preservation/main-street/

**Louisiana Recycling Coalition**
The Louisiana Recycling Coalition is a team of volunteers currently conducting research in several arenas to provide information and technical assistance for the improvement of recycling throughout Louisiana.  
www.louisianarecyclingcoalition.org

**LSU AgCenter**
The LSU AgCenter’s mission is to provide the people of Louisiana with research-based educational information that will improve their lives and economic well-being.  
www.lsuagcenter.com
Volunteer Resources
Corporation for National and Community Service (CNCS)
The federal agency that leads service, volunteering and grantmaking efforts in the United States.
https://www.nationalservice.gov/

Points of Light Foundation
The world’s largest organization dedicated to volunteer service.
https://www.pointsoflight.org/

National Council of Nonprofits
Volunteer management and other nonprofit resources.
https://www.councilofnonprofits.org/tools-resources/volunteers

Youth Service America (YSA)
Youth centered service projects, grants, awards and other resources.
http://www.youthservice.org/

Volunteer Louisiana
Oversees AmeriCorps state service programs, plus identifies needs and opportunities to grow national service and volunteerism to meet critical community needs. Volunteer Louisiana helps to meet the needs of Louisiana citizens through volunteerism and national service.
https://volunteerlouisiana.gov/