

# Green Spaces Alliance aims to grow support base



**MARKETING & MEDIA**  
ANDI RODRIGUEZ

"Establishing a connection between community gardens, local youth and GSA's mission was a pivotal moment," she says. "Connecting with a larger audience has increased our name recognition, which is beneficial for our sponsors, which helps us raise more money. It provides a win-win for everyone."

Land trusts, as independent, qualified organizations that collaborate with landowners and governmental agencies, protect and maintain land in its natural state. Green Spaces Alliance has a particular focus of protecting land over the Edwards

as socialization and creativity," she adds. Tullis is confident that the contest has helped get more young people involved, thus "growing GSA's constituency."

All it takes is money, quips Tullis, who will chair this year's Green Spaces Alliance Gala on Oct.13. She notes that this year's gala also features an exhibition of "Picture Your World" winners.

"Our name change has helped supporters to understand and be empowered by assisting in our mission," she says. "It's also helped us expand our foundation, resulting in more enthusiastic support from our sponsors and individuals when we ask." For more information on the Green Spaces Alliance Gala or its activities, go to [www.greensatx.org](http://www.greensatx.org).

**"OUR NAME CHANGE HAS HELPED SUPPORTERS TO UNDERSTAND AND BE EMPOWERED BY ASSISTING OUR MISSION."**

**Liz Tullis**  
Green Spaces Alliance board member

Aquifer Recharge Zone. But land trust aside, how do you intrigue the next generation, whose interests usually have a battery connected to them?

Tullis points to GSA's "Picture your World" nature photography contest, which currently reigns as its largest education program. Focusing on young people from elementary through high schools, "it takes kids away from the TV and ipods, video games and gets them outside ... and fosters critical skills such

**CREW**  
Commercial Real Estate Women (CREW) knows that it's imperative to keep the 'fun' in fundraising. The group's signature event, "CREW-tini" is back again this year, taking place Thursday, Sept. 22, at the Quarry Village.

Members stress that while CREW-tini is enjoyable, the group is serious about raising scholarship monies for the CREW Endowment Fund. The money funds scholarships in the University of Texas at San Antonio's College of Business Real Estate Finance and Development. The group set a fundraising goal a year ago of \$25,000 within five year. Thanks to the success of the 2010 CREW-Tini (which netted \$11,000), organizers are hopeful they will reach their mark early at this year's event.

For more info, check out [crew-sanantoni.org](http://crew-sanantoni.org)

## KGBTexas

PR agency KGBTexas has been tapped by CPS Energy to help spread the word regarding energy conservation.

CPS Energy, utilizing federal funds from the U.S. Department of Energy, has chosen KGBTexas to launch a new microsite — [CPSEnergySavers.com](http://CPSEnergySavers.com) — that helps residential and business customers learn how to increase energy efficiency in their homes or businesses and offers access to CPS' low-cost and no-cost energy audits. Once the audits are completed, customers can save even more with rebates and incentives from CPS Energy.

This microsite is part of KGBTexas' growing portfolio of interactive projects. Katie Harvey, president and CEO of KGBTexas, explains that enrollment in the CPS Energy Savers program has exceeded expectations.

"In the first four weeks, more than 1,200 people signed up for reduced-cost energy audits and more than 2,000 people completed free online audits," she says. "At the end of the day, it's about finding solutions for our clients."

"This microsite addresses CPS' need to communicate important energy-saving information to their customers in an easy and interesting way," Harvey adds.

**ANDI RODRIGUEZ** is a free-lance writer and public relations professional; she also is a pro-tem, at-large member of the City of San Antonio Planning Commission and vice president of the Downtown Alliance San Antonio. She can be reached at [andimediemarketing@sbcglobal.net](mailto:andimediemarketing@sbcglobal.net).

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"It's not enough to have a great product," says Liz Tullis. "You have to create connection between it and your audience. Your success depends on it."

Tullis, a Bank of America vice president and Green Spaces Alliance board member, is helping cast GSA's net wider and redefine its traditional target market in order to make greater impact.

Formerly the Bexar Land Trust, Green Spaces Alliance in 2008 changed its name, message and launched a successful brand, all resonating well with the public. But in order to be truly sustainable, says Tullis, "we needed to enhance the brand by growing our constituency ... and knitting together new and interesting pieces of opportunity between the public and what we do."

As a nonprofit local land trust with offices in San Antonio, Green Spaces Alliance aims to keep South Texas green, via conservation of land, fostering of community gardens and educating the public. Tullis explains that originally the group's focus was on landowners. However, Green Spaces Alliance supporters desired growth, she says.

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