



Georgia 4-H Quick Tips - Marketing Ideas

Celebrations:

- Start a 4-H Festival in your community.
- Have a reception at the courthouse, or downtown, or at the mall. Serve limeade!
- Distribute miniature green bottles of bubbles. Invite everyone to a green bubble-blowing party and 4-H reception.
- Hold a 4-H Open House for 4-H'ers, potential 4-H'ers, parents, and volunteers. Highlight 4-H'ers and their projects, club activities, etc. Use interactive displays and include fun activities.
- Have a green balloon day. Give away 4-H balloons and distribute them everywhere.
- Have an ice cream social with 4-H'ers, county officials, and volunteers. Showcase youth projects and exhibits.
- Have a 4-H Street party under a big 4-H banner.
- Have a gala premiere of your newest slide show or video of 4-H highlights from the past year.
- Host a *Battle of the Bands*. Invite everyone.
- Don't let 4-H be left out. Every time something big is happening in the community, think how 4-H can be included. Use displays and demonstrations, or have 4-H'ers assist in volunteer roles.
- Have a county-wide 4-H scavenger hunt. Advertise a list of items (a real four-leaf clover, a 4-H enrollment card, the autograph of a 4-H volunteer, the autograph of a 4-H donor, a snapshot of a 4-H'er, etc.). The first person to bring all the correct items to a designated volunteer or the Extension Office, receives a savings bond or nice donated prize.
- Invite outstanding local 4-H alumni for an autograph-signing party.
- Give a traditional event a new twist such as make-your-own-omelet, world's longest sandwich supper, late-night breakfast, chili cook-off, salad supper, fish fry, outdoor chicken barbecue, finger-food-fellowship, spaghetti - 17 ways, funniest 4-H video contest, 4-H academy awards, Unsolved 4-H Mysteries (with skits about 4-H'ers and leaders), a TV Guide party (with 4-H related spoofs from a variety of shows), a Wheel-of-4-H Night where participants are chosen from the audience to guess (and fill-in the blanks for) major 4-H successes from the past year, or other ideas from your 4-H'ers healthy imaginations.

Media & Marketing:

- Create a 4-H insert and /or provide the local newspaper with articles for a 4-H insert written by members, volunteers, alumni and donors.
- Create a media event by getting a commitment from 4-H members for individual service projects during 4-H Week or a certain time during the year. Print their pledges in the newspaper and encourage the members to supply photos of their work. Better yet, send the newspaper photographer to catch the 4-H'ers at work.
- Teach 4-H'ers how to write a PSA. Then hold a contest and select the top PSA's. Let the authors tape the spots for local radio stations.
- Have fortune cookies made, with a 4-H message inside each one. Distribute them in restaurants and in other public places.
- Check with local companies to insert a 4-H information sheet in their billing statements.
- Check with local merchants about programming a 4-H message on

their cash register / point-of-sale receipts.

- Schedule 4-H members and/or adult leaders to present at PTA and civic meeting programs.
- Ask an office building to turn lights on at night to spell 4-H if you have a building that's large enough.
- Use 4-H Fill-in articles to promote 4-H.
- Let the Chamber of Commerce recruit 4-H'ers. Keep a supply of current 4-H brochures or materials in the Chamber office. Many people stop there when they first come to town.
- Place 4-H brochures at Welcome Centers.
- Develop a 4-H Media Kit or Media Package for your county.
- Conduct a "Find-A-Leader" campaign. Promote this in local newspapers, employee newsletters, etc.
- Create a 4-H Exhibit to display in your local mall/ shopping center. Have 4-H'ers man the display and give out brochures and information.
- Create and display 4-H street banners in your community.
- Create store front or window displays. Have a contest during 4-H Week.
- Inform the public about 4-H events or 4-H Week by having banks and others put a tag line on their "crawling" signs.
- Develop a slide for local theaters to show during advertisements.
- Encourage stores, churches, schools, theaters, etc. to denote 4-H Week or 4-H events by putting information on their marquees.
- Put a 4-H message on grocery bags or place an insert in grocery bags.
- Place 4-H information in grocery store or department store flyers and sales papers.
- Develop a cluster marketing theme.
- Make 4-H badges or buttons to wear and distribute.
- Hold a 4-H bumper sticker design contest. Let a local printer or artist select an entry. Unveil and distribute the bumper stickers at a special event or during 4-H week.
- Initiate a *4-H'er of the Month* photo/article feature in 4-H newsletter or on 4-H web page. Let a panel of volunteers select the featured 4-H'er using a set criteria. Include all ages and interests.
- Cover your county with 4-H posters! Encourage EVERY 4-H'er to bring a 4-H poster to their club meeting. Let a committee of 4-H'ers and volunteers be responsible for distributing signs to businesses and public buildings and areas.
- Create 4-H tray liners, place mats or table tents for use by local restaurants, fast food chains, and school lunch rooms.
- Create 4-H Door Hangers that promote 4-H and distribute them to 4-H'ers, teachers, volunteers, potential members, clubs, etc.
- Use a local cable station or local web site to convey 4-H messages and announcements.
- Start a Sigma Lambda Chi (ΣΛΧ) 4-H Chapter
- Fly a 4-H flag on the town square.
- Hold a radio contest: Use questions based on 4-H history and 4-H today. Callers who give correct answers win prizes. Use 4-H camp T-Shirts, 4-H pens and pencils, and other promotional trinkets.

- Use 4-H promotional/educational exhibits at businesses, fairs, libraries, schools, banks and supermarkets.
- Find out which businesses in your community have employee or customer newsletters and if they will include 4-H information. Highlight any employees that are 4-H'ers or volunteers. Include some 4-H helpful hints.
- Distribute 4-H appreciation items or 4-H survival kits to 4-H teacher leaders and school principals (green life savers, memo boards, post-it notes, 4-H pencil, 4-H calendar, etc.).
- Create a 4-H bookmark and place at the public library as well as school libraries. Include county contact information.
- Display 4-H messages on scoreboard at sporting events.
- Ask local businesses to promote 4-H week or special 4-H events on their signs.
- Hang 4-H bulletin boards at schools. Have 4-H'ers decorate them and post 4-H notices.
- Get quotes and pictures from high profile local 4-H'ers, alumni, city/council officials or others for use in your marketing efforts.
- Use Georgia promotional materials for 4-H Week.
- Use National 4-H Week promotional materials from National 4-H Council.
- Make a County 4-H felt or plastic banner to promote your 4-H program.
- Make every week "4-H Week". Do a special 4-H promotion every month or every other month. Pick a time when there is not much going on so that media is looking for stories. Plan an event for the primary purpose of promoting 4-H.
- Advertise a wear-green day. Distribute goodies or trinkets to everyone who wears green that day; or distribute tickets to a fun 4-H event.

Events and Activities:

- Have a 4-H Fun Run to earn money as well as promote 4-H.
- Have a 4-H Pet Show.
- Have a 4-H Cookie-baking Marathon and deliver cookies to police departments, teachers, school board members, fire departments, and other community services.
- Have contests for T-Shirts, posters, bumper-stickers, 4-H displays, PSAs, essays and feature stories. Use them!
- Select some county 4-H Ambassadors to represent and promote 4-H. Notify organizations that you have 4-H'ers available to speak to them.
- Have a talent show. Invite friends, parents and donors.
- Have a 4-H Family Fun Night.
- Have a 4-H Carnival.
- Have a 4-H Family Hayride.
- Have a 4-H Family Scavenger Hunt.
- Have a 4-H Family Chili Cook-off.
- Have a 4-H Family Open House where people visit one of several homes in which 4-H pictures and project memorabilia are displayed.
- Do a service-learning activity or project
- Have a reception or a meal for parents.
- Adopt a mile or highway.
- Celebrate unusual events and days to draw attention to your program.

Club Meetings:

- Have a reception for the principal and teachers at beginning of

school year.

- Give a clover sticker to everyone you find smiling.
- Distribute something 4-H'y for every bulletin board.
- Distribute a list of celebrity 4-H alumni. Scramble the names or have them fill-in-the-blanks.
- Invite teen 4-H'ers and 4-H alumni to explain 4-H.
- Give door prizes (4-H pencils, T-Shirts, etc.) by drawing completed enrollment forms.
- Take a jar of green jelly beans to each meeting. Let members guess how many jelly beans are in the jar. Let the number equal the number of 4-H'ers in your county or in the state last year. Explain that it would take a certain number of jars to hold that many jelly beans.

Recognition for Donors & Other 4-H Supporters:

- Take a donor to lunch. Recruit volunteers and co-workers to do the same. If possible, let 4-H'ers take a donor or volunteer to lunch, even if it's in the school cafeteria.
- Say thanks to the media with a note, phone call, or by treating them to lunch.
- Have 4-H'ers deliver goodies such as green and white mints, cookies or other appreciation gifts along with a thank you note.
- Present Balloon bouquets to community leaders and donors.
- Have 4-H'ers deliver original thank you poems or singing thank-you-grams.
- Mail or deliver an audio or video cassette of 4-H'ers saying *thank you*.
- Mail them a video tape of the past year's 4-H highlights.
- Have 4-H'ers grow four leaf clovers/shamrocks to deliver to donors and other supporters.
- Have special ribbons made (rosettes are great!) that read *4-H VIP*.
- Honor an adult volunteer, teen leader or donor in a special way.
- Make cookies for the school custodians, secretaries, cafeteria staff and bus drivers.
- Prepare refreshments for the teachers' lounge.
- Have a phone-a-thon. 4-H'ers phone all the donors and sponsors to say thanks.
- Ask volunteers to stop by the high schools your teen 4-H'ers attend. Deliver little care packages or a *good luck with all your tests this week* note and surprise.

Remember to market every 4-H activity! Be creative!

Sources:

"4-H Quick Tips" Leaflet Fourteen - Revised August 2008

"4-H Quick Tips" is a University of Georgia Cooperative Extension 4-H Publication

The University of Georgia and Ft. Valley State College, the U.S. Department of Agriculture and counties of the state cooperating. The Cooperative Extension Service offers educational programs, assistance and materials to all people without regard to race, color, national origin, age, sex or disability. An equal opportunity / affirmative action organization committed to a diverse work force.

Written by Cheryl Varnadoe, Extension 4-H Specialist.