



# 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 (  $\Sigma\Lambda X$ ) 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-yougrams.
- 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!

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#### Sources:

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

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

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