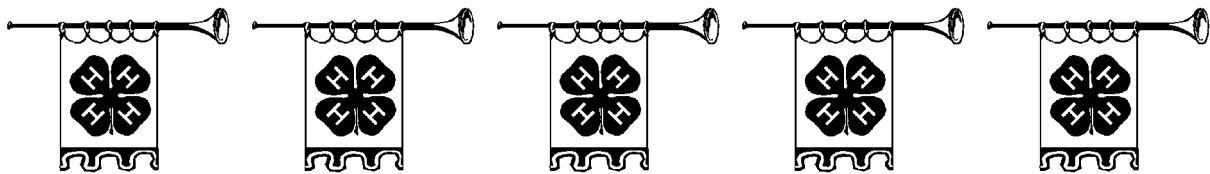


PROMOTION PROGRAM



4-H Promotion Program Guidelines

- Your finished 4-H promotion report will consist of:
 - 1) Report of 4-H club promotional activity.
 - 2) Promotion summary information **in order listed**.
 - 3) Supporting materials.
- Each club should focus their report on **one** 4-H promotional activity they feel was their BEST for the year. You may conduct more than one activity, but submit only your BEST activity for this report. The 4-H promotional booth at the fair may not be submitted as part of this program.
- Please refer to the attached score card for judging criteria only. This score card will be completed by the judges.
- The report should be typewritten or neatly printed in ink (no pencil). Place your completed report in a binder of your choice. Be sure to include newspaper articles, photos, etc. All pages should be 8-1/2" x 11" size, (supporting materials should be mounted, if necessary on full sheets of paper).
- The report should focus on ONE 4-H promotional activity that was carried out during the past 4-H year (September 1st - August 30th).
- Reports will be due to the 4-H Office October 1st.
- The report should reflect involvement of 4-H Leaders and members, working together as a team, toward the accomplishment of common goals.
- Awards will be based on overall effectiveness of the promotion: results of promotion efforts, teamwork experiences and documentation. A maximum of five 'extra' points will be awarded for innovative ideas.
- Participating 4-H clubs will be recognized at the County Awards Program in October.
- Promotional ideas will be shared with other clubs in the County.

4-H Promotion Summary

The following information **must be included in this order**.

- Club Name
- Name of club's **one BEST** promotional activity
- Description of club's promotion.
- What did you hope to accomplish with your promotion?
- Date, time, and place of promotion.
- Results of promotion (What did your club accomplish, i.e. increased membership, community awareness, public donations, etc.)
- Please list businesses or individuals who have donated towards your promotion efforts so they can be recognized by 4-H.
- Timeline explaining the planning and implementation processes of your promotional efforts.
- Supporting materials, such as Media coverage, clippings, photos, flyers, etc.
- Why do you feel this promotion was successful?
- Adult Leaders involved and their roles for this promotion.
- Youth Leaders involved and their roles for this promotion.
- All members involved and their roles for this promotion.

4-H Promotion Score Card

Club name

RESULTS OF PROMOTION EFFORTS

55 points_____

Visibility of promotion efforts, resulting increased community awareness, resulting increased membership, audience targeted.

COMMENTS:_____

TEAMWORK EXPERIENCES

35 points_____

Member involvement and roles, depth of time line information.

COMMENTS:_____

DOCUMENTATION

10 points_____

News articles, clippings, photos, supporting materials, etc.
Organization and neatness will also be considered.

COMMENTS:_____

Subtotal, 100 POINTS possible_____

BONUS POINTS:

5 “EXTRA” Points available for innovative ideas

5 points_____

Demonstrate new and creative ways of promoting 4-H.

COMMENTS:_____

GRAND TOTAL: 105 points possible:_____