

4-H Training Topics - *Marketing 4-H*

Background:

This Training Topic will focus on what to consider when marketing the 4-H program and provide staff with some new ideas to help promote 4-H.

Resource:

4-H 101, Additional Resources, Marketing slide 5

Materials Needed:

- Handout at end of this Training Topic, chart paper or LCD projector/computer screen depending on what method you choose,
- Prizes (Optional),
- Bright colored markers,
- Large paper shapes of circle, T-shirt shape, 4 X 11 ½ strip, or a rectangle with curved corners to represent a Smartphone (one for each participant).

Preparation:

- Copies of handouts found at the end of this Training Topic. The handout of logos can be found in a PowerPoint version at: www.4-hmilitarypartnerships.org. Go to curriculum/resources/4-H 101 additional resources. Then go to the marketing slides. Slide number 5 is used for this activity. Or, create other logos. Suggested list includes: Target, McDonalds, Nike, United State Postal Service, 4-H, Toyota, Ralph Lauren, Facebook, NBC, Hallmark, Apple Computer, or Pillsbury Doughboy,
- Cut out a variety of large shapes--circles, t-shirt, rectangle with rounded corners, and long rectangles,
- Gather all supplies,
- Set up room with tables and chairs.

Allow 40 minutes for preparation and set-up.

1 Opening Activity

What to Do	What to Say	Minutes
Have participant's sign-in. Distribute Logo handout or have it showing on a piece of paper or large screen using an LCD projector.	After signing in, please take a sheet of paper (or handout), look at the pictures and write the names of the brands you can identify. We'll see how everyone did a little later.	3

2 Curriculum

What to Do	What to Say	Minutes
	There is no specific curriculum for this topic but because it is so important to the sustainability of 4-H a Training Topic has been developed to provide suggestions and ideas.	1

3 Staff Introductions

What to Do	What to Say	Minutes
Introduction of presenter. Show the logos and review the answers with the participants. You may want to give a prize for the person that identifies all the logos correctly or has the most correct answers.	Welcome to this training on Marketing 4-H . My name is _____ and I have been with CYS services for ____ years. Let's see how everyone did at identifying the different logos. (Have the group provide the company name each logo represents.) Now that the answers have been revealed let's go around the room introduce yourselves and tell how many logos you identified correctly when you first arrived. Does this type of branding help in marketing a product or company? How? How many identified the 4-H clover? Is it being used in the CYS Services program or are there others ways the program is marketing 4-H to families?	7

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4 Doing an Activity

What to Do	What to Say	Minutes
<p>Present a mini-marketing session.</p>	<p>In today's session we'll consider steps to use when marketing the 4-H program and provide some new ideas to help promote 4-H. This could also help with recruiting members and volunteers. Promoting the 4-H program and recruiting potential members and leaders can be accomplished by following these four simple steps, the 4 P's for Promotion :</p> <ol style="list-style-type: none"> 1. Plan 2. Package 3. Present 4. Promote <p>First spend time developing a good marketing plan. Determine:</p> <ul style="list-style-type: none"> • The purpose of marketing? Is it gaining new members or telling others about 4-H club activities? • The target audience. Marketing to young people is different than marketing to a parent or a community stakeholder. Trying to appeal to all audiences in one marketing plan could lead to appealing to no one. • What are the goals for the marketing plan? Is it awareness? Or action or participation? <p>Step two is to determine how to package the plan. The promotion package should be one main idea, simple, eye catching, and unique so it will catch the audience's attention.</p> <p>Step three is presenting the plan. Be positive and add personal touches. Be energetic, smile and ask people to participate. Asking is critical.</p> <p>Finally is promoting the product. If each person in the group reaches one consider how quickly the message will spread. With technology today, this promotion could go around the world virtually. So be ready to have many people to participate in the program.</p> <p>Once the 4 P's are addressed then consider these additional questions.</p> <p>What rewards, benefits, or incentives do participants gain from being involved in this club?</p> <p>How much time should a participant expect to give to the program? Do they have to meet weekly for 8 weeks or can they just participate whenever they feel like coming?</p> <p>What community locations will market the program? Example: Would the movie theater provide a free promotional slide that is shown before the movie starts or perhaps they will allow a promotional sticker on popcorn boxes that says "4-H is a popping good time." Other ideas might be libraries, large community events, fitness centers, malls, stores, restaurants, churches, schools, swimming pools, or beaches. The list is endless.</p> <p>Is there a unique feature about the community or state that could connect to the promotion or is there a new promotional method that might be good to try? Example: If everyone in the community uses beach items-mats/towels/flip-flops, rice bowls, chopsticks or other items---how could a message be placed on these items that someone would use every day and think about the organization? Would a dance team or cheer team share the 4-H message? Promote 4-H by hosting a 4-H run, walk or marathon. Or fly the 4-H flag at specific times/locations in the community? How about creating a 4-H blog/webpage/or electronic postcards to interest potential members.</p>	<p>25</p>

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4 Doing an Activity cont.

What to Do	What to Say	Minutes
<p>Have participants select a paper shape and markers.</p> <p>Give the participants 10 minutes to design their promotional item.</p> <p>Ask each participant to share their promotional idea.</p>	<p>What ideas do companies use that are unique ways to market a product? Could the same concepts be applies to this program?</p> <p>Now it's time to design a promotional item for the 4-H club. Take one of the different cut out shapes and a few markers. Think of a saying, slogan, message or design that connects with the shape and helps to market 4-H.</p> <p>The design should be eye-catching, fun and colorful. It should send a message about what young people might do or experience in 4-H.</p> <p>Design one of the following promotional items:</p> <ul style="list-style-type: none"> • Circle-Design a button or badge that people wear to promote the 4-H program. • 4 X11 1/2 rectangular-Design a bumper sticker or an ad for the newspaper to promote the 4-H club. • T-shirt shape-Design a cool T-shirt that tells something about the club. • Rectangle with curved corners -This represent a Smartphone. Create a text message or blog to let others know about the great things that happen in the 4-H club program or text a message to teens to encourage them to come to art club. <p>Now let see everyone's creative ideas.</p> <p>Was this a worthwhile activity? Did you gain new ideas? Which method of promotion would the younger children connect to more? How about the teens? Are there others ways and times that this activity could be used?</p>	<p>25</p>

5 Sharing Ideas

What to Do	What to Say	Minutes
<p>Ask participants to share some of their 4-H success/challenge stories in marketing programs.</p>	<p>Does someone have a marketing success story to share? What are some of the challenges that might occur?</p> <p>Here are a few more marketing ideas:</p> <ul style="list-style-type: none"> • Design lunch tray liners for school cafeterias/restaurants. • Give presentations to Commanders or other VIP's or present gift baskets with all kinds of products created through the 4-H program during National 4-H week. • Put up displays or bulletin boards. • Give away small items with unique slogans such as "Good fortune is coming our way...with you in our 4-H program"(Give a fortune cookies) • Host a family night. Have 4-H volunteers create a display of some of the exciting things youth can do in the club. Have enrollment cards available that night. 	<p>5</p>

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6 Applying the Experience

What to Do	What to Say	Minutes
Participants share ideas.	How can young people be involved in an activity like this? Will they have different ideas from adults? How can this information be used to market other programs at CYS Services?	2

7 Making a Plan

What to Do	What to Say	Minutes
Make a plan for marketing 4-H. Distribute Marketing Plan handout.	This group is now the marketing committee for 4-H. Using this handout as a guide, create a marketing plan to implement in the next 3 weeks.	7
Participants share plans.		

8 Closing

What to Do	What to Say	Minutes
Summarize and close.	Today we learned about the 4 P's of Promotion. Hopefully you have gained a few new ideas for marketing 4-H. Thank you and good luck on creating a Razzle Dazzle marketing plan!	1

