

COUNTY PROMOTION MONTH CONTEST

Each October is 4-H Promotion Month, and each October a 4-H Promotion Month contest is held among the counties.

The October 4-H Promotion Report form is due in the State 4-H Office the first working day of March of the following year. No late reports are accepted.

The information reported for the activities conducted during the October Promotion month should include planning procedures, involvement in carrying out the plan, promotional methods utilized, innovative ideas implemented, and documentation (news clippings, photos, letters, and other support materials). The National 4-H Council has developed a web site with 4-H promotional materials: <http://www.4-hbrandnetwork.org>.

Twenty bonus points are awarded for 4-H Promotion activities conducted during the other eleven months of the year (November 1 - September 30). The information reported for these activities may include the same categories as stated above. However, these activities must not be reported with the October activities, but should be reported in a separate section of the report form and clearly identified as activities conducted other than in October.



County _____

OCTOBER 4-H PROMOTION REPORT

(Due in the 4-H Youth Development Office by first working day of March.)

Section 1: PLANNING 4-H PROMOTION CAMPAIGN

Indicate all the things you did to plan 4-H Promotion Month activities by placing a check (✓) in the blank.

1. _____ Organized and met with a committee to plan 4-H Promotion Month.
List committee members: _____

- _____ How many times did committee meet? _____ (number of times)
2. _____ Talked with 4-H members, leaders, and parents by phone to plan promotion activities.
3. _____ Corresponded with 4-H members, leaders, parents, donors, local businesses to plan Promotion Month activities.
4. _____ Developed written plan for 4-H Promotion Month. (Attach copy of plan.)

Section II. INVOLVEMENT IN CARRYING OUT 4-H PROMOTION CAMPAIGN

Indicate the number of people involved in 4-H promotion activities during October by placing a number in the blank to the left of each item.

- _____ Number of Extension agents and 4-H program assistants.
- _____ Number of 4-H adult leaders.
- _____ Number of 4-H teen leaders.
- _____ Number of community 4-H clubs.
- _____ Number of 4-H members in community clubs involved in conducting 4-H promotional events.
- _____ Number of members in school clubs involved in conducting 4-H promotional events.
- _____ Number of other people involved in carrying out the 4-H promotional activities.

Summarize how these people were involved in carrying out the county 4-H promotional campaign.

Section III. METHODS USED TO PROMOTE 4-H

Indicate the number of 4-H promotional activities that were conducted during October in your county. Space has been provided to write in additional activities. **Report only activities that were conducted during October.**

- _____ 4-H posters displayed.
- _____ Bulletin boards or displays in schools, churches, courthouses, businesses, etc.
- _____ 4-H street banners.
- _____ Marquees to promote 4-H.
- _____ Permanent 4-H welcome signs.
- _____ 4-H buttons, 4-H bumper stickers, 4-H balloons, 4-H suckers, 4-H bookmarks, etc., distributed.
- _____ 4-H place mats in restaurants.
- _____ 4-H clowns to promote 4-H.
- _____ 4-H brochures distributed to the public at 4-H exhibits, information booths, etc.
- _____ 4-H letter-stuffers mailed out by banks, utility companies, etc.
- _____ 4-H project fair in a public place.
- _____ 4-H events (such as fashion revue, pet show, etc.) conducted in a public place. (Name of event: _____ Indicate number attending _____)
- _____ Newspaper articles on 4-H.
- _____ Radio spots.
- _____ Television programs.
- _____ Television spots.
- _____ 4-H week or month announcements in church bulletins.
- _____ Thank-you letters, cards, cakes, cookies, etc., to 4-H supporters.
- _____ County 4-H Achievement Banquet or Awards Program. (Indicate number attending and indicate number of people recognized _____ .)
- _____ 4-H recognition events such as a tea or luncheon for donors or leaders. (Indicate number of people attending _____ .)
- _____ 4-H clubs conducting part of regular church service. (Indicate number of clubs doing this _____ .)

OCTOBER 4-H PROMOTION REPORT SCORE SHEET

The following items and point values will be used in judging the 4-H promotion reports.

Items to be considered in judging:	Possible Points	Points Received
I. Planning Procedures <ul style="list-style-type: none"> A. A plan was developed related to promoting 4-H during October B. The completeness of the plan C. A variety of people were involved in the planning (leaders, members, Extension agents, etc.) 	10	_____
II. Involvement in Carrying Out the Plan <ul style="list-style-type: none"> A. A variety of people involved in carrying out the activities B. The people involved made a significant contribution in promoting 4-H during October 	10	_____
III. Promotional Methods Utilized <ul style="list-style-type: none"> A. Number of activities conducted B. The size and scope of each activity C. The effectiveness of the activities in informing the public about 4-H 	35	_____
IV. Innovative Ideas Implemented <ul style="list-style-type: none"> A. Creativeness B. Effectiveness in promoting 4-H C. First time done in the county reporting 	15	_____
V. Documentation <ul style="list-style-type: none"> A. Documentation provided to support the activities reported B. Well-organized and effectively presented 	30	_____
BONUS POINTS (Promotion during Nov 1 - Sept. 30)	20	_____
TOTAL	120	_____

Judging Procedures and Awards: Promotional reports must score at least 90 percent in order to be recognized. The reports will be judged against one another. County winners will be recognized at their respective district conferences with a framed certificate. Reports are due in the 4-H Youth Development office no later than the first working day of March.