



# Year-Round Training Guide

MODULE 3:

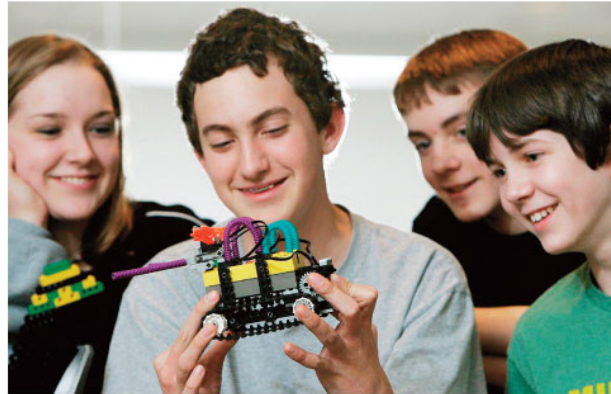
## Community Resource Cultivation



MODULE 3: **Community  
Resource Cultivation**



***4-H Robotics:  
Engineering  
for Today  
and Tomorrow***





## Start Where You Are



Existing contacts, networks and resources are starting places for developing your robotics program.



# Start Where You Are



Look to them for:

- Funding
- Volunteers and members
- Facilities
- Knowledgeable professionals



# Recruitment

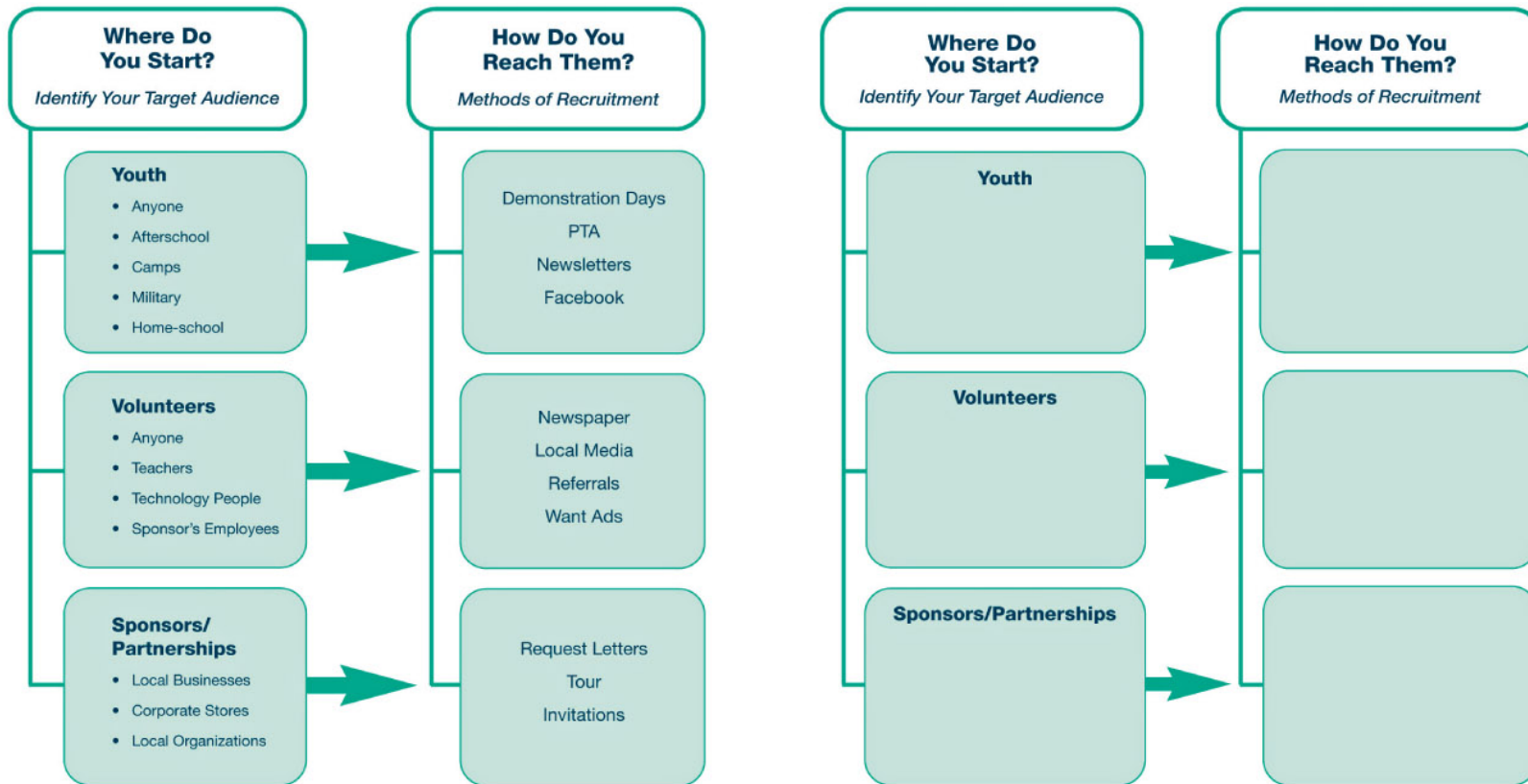
Areas to consider when recruiting:

- Youth
- Volunteers
- Supporters





# Recruiting for Your Robotics Program





# Recruitment Considerations



- Youth interested in robotics
- Other youth
- Existing volunteers/parents
- Technology companies
- Small businesses
- Retired professionals



# Effective Marketing for a Robotics Program



## Promotional Templates

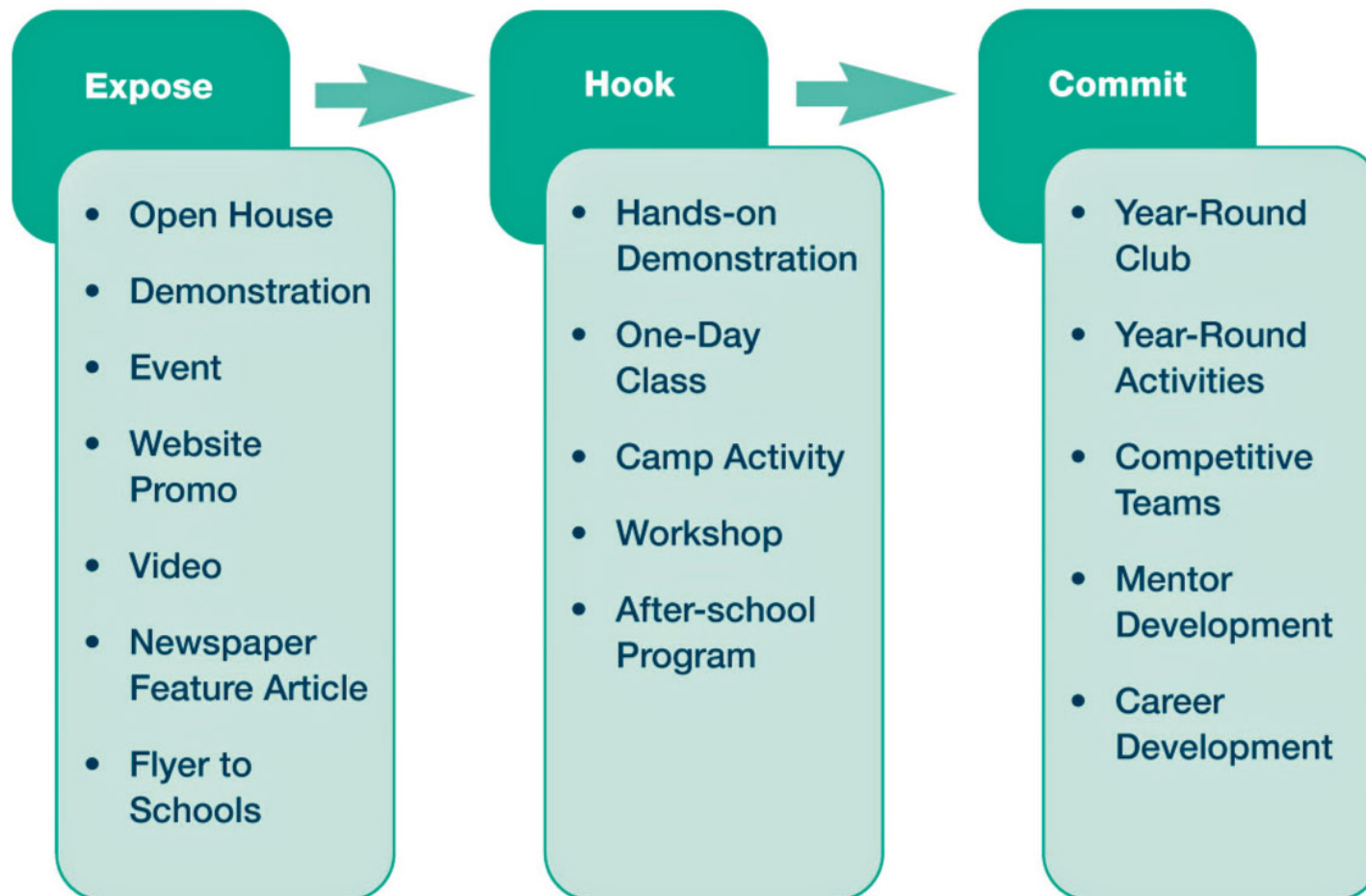


- Encouraging people to contact you
- Defining your target audience
- Making your program visible
- Providing a positive experience for people who contact you





# Participation Progression





## Discussion Questions

- What promotional ideas were new or surprising to you?
- What ideas could you use in your community?
- How do you feel about your role in program marketing and promotion?



MODULE 3: **Community  
Resource Cultivation**



# Elevator Speech Activity



# Elevator Speeches

## *What is an elevator speech?*

- 1–2 minutes long
- A quick, positive way to share your goals and get others excited about your program
- A chance to focus on the outcomes your program is targeting



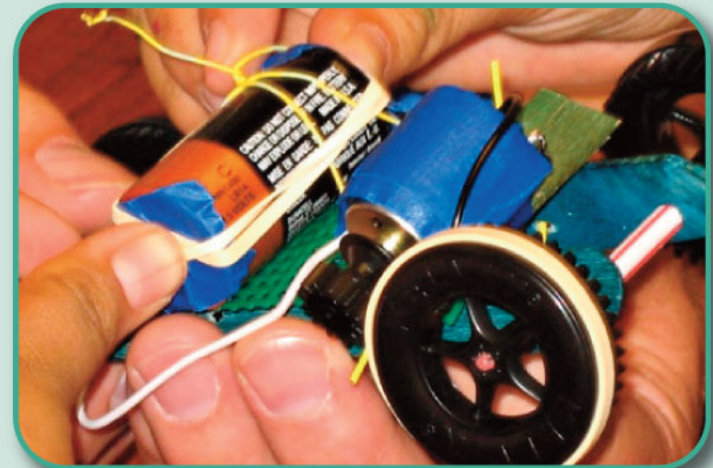
## Discussion Questions

- How easy or challenging was it to speak about robotics?
- What could you do to make it easier to speak about your program?
- What information about your program had the greatest impact?



# ***4-H Robotics Program Action Plan Update***

- What details have you resolved/found answers to?
- What steps remain unresolved?
- Have you met with your local 4-H staff?





# Closing and Questions

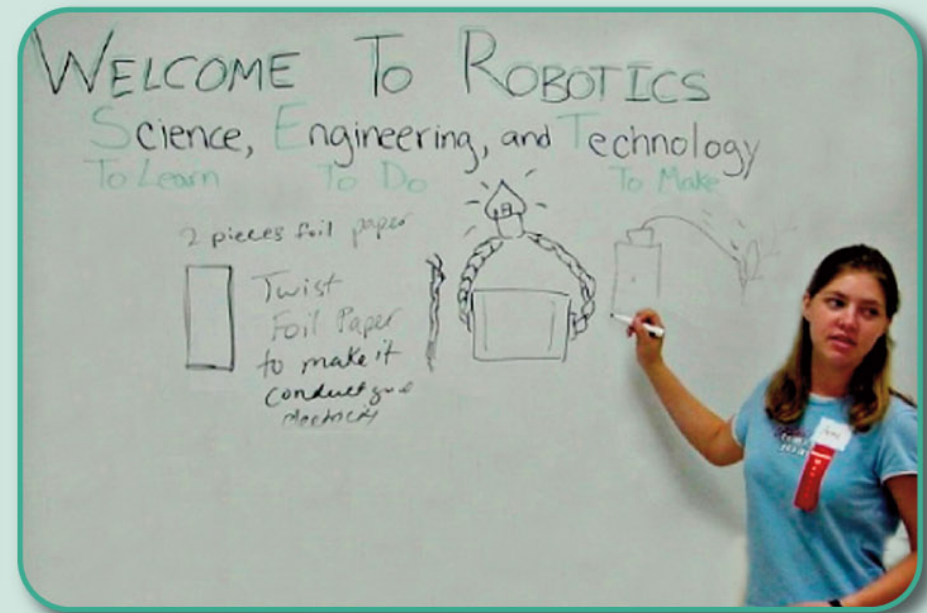
- Identified ongoing role in promoting your robotics program
- Developed a support system of volunteers and community partners
- Shared strategies for marketing



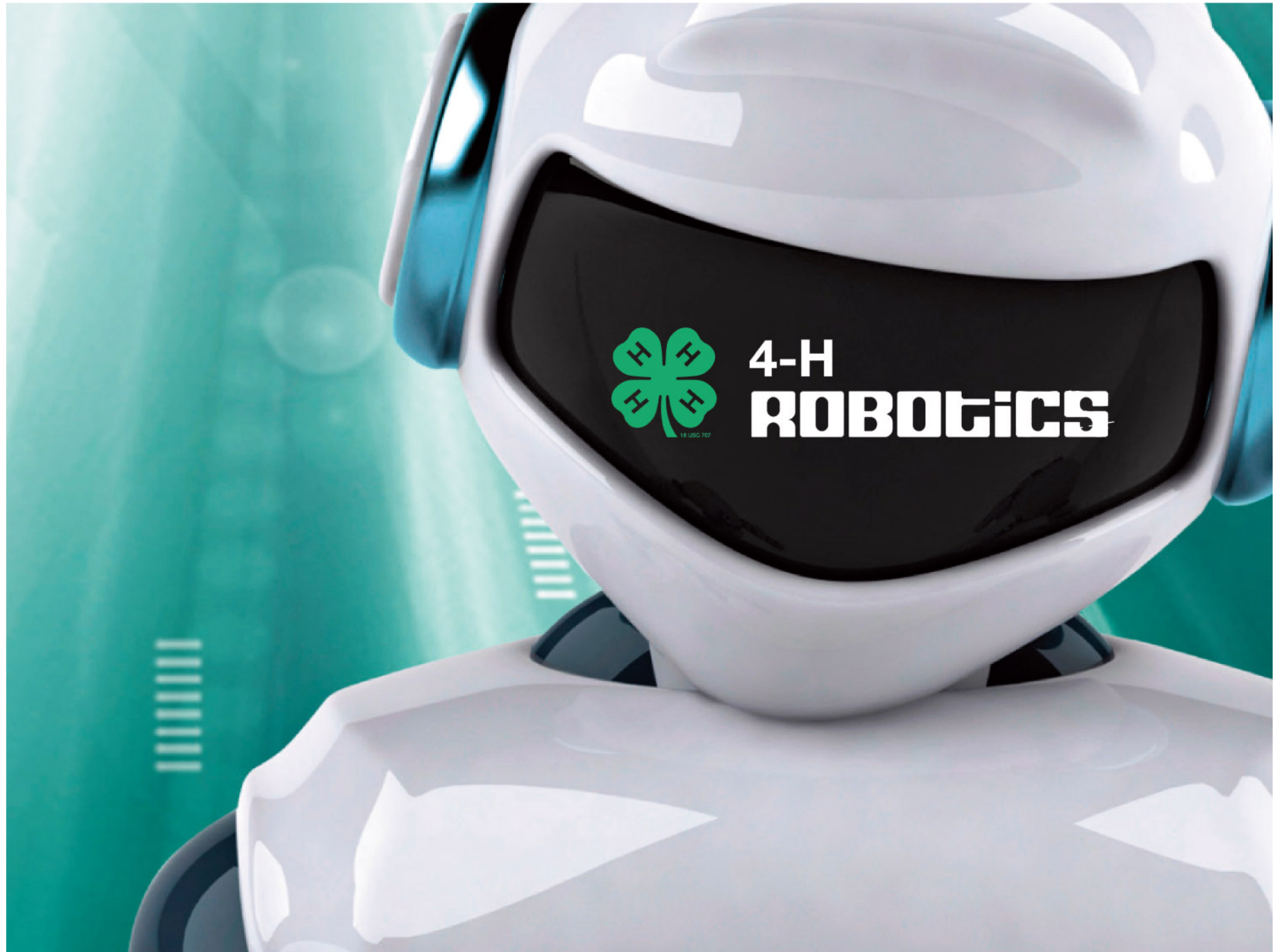


# Closing and Questions

- Reviewed resources for developing a promotional campaign
- Updated *4-H Robotics Program Action Plan!*
- Questions?







4-H  
**ROBOTICS**