

Volunteer Research, Knowledge, Competency (VRKC)

Taxonomy for 4-H Youth Development

4-H National Headquarters
Volunteers for the Next Generation



Organizational Skills:
Marketing and Publicity

The Marketing Plan Journey

- **Starting Point:**
What marketing is currently happening?
- **Destination:** What are the short and long term goals?
- **Itinerary:** What is the plan to reach the goals?
- **Maps:** What are the sign posts and benchmarks for measuring progress?



Critical Elements for Success

- Consider how the audience wants to receive information.
- Formulate a specific message with key talking points.
- Develop relationships with people in the media.
- Keep marketing professional.
 - Practice, proofread, get feedback
 - Use guidelines for 4-H name and emblem
 - Consider safe practices for use of internet



Developing a Marketing Plan

- Define Goal
- Identify Target Audience
- Develop Key Message Points
- List Tools, Strengths/Concerns
- Create Plan of Action



Organizational Skills: Marketing and Publicity



Thank You

Developed by
Linda Strieter, County 4-H Agent
Rutgers Cooperative Extension
In cooperation with Sue Pleskac, Professor
4-H Volunteer Leadership Specialist
University of Wisconsin-Extension

VRKC:
Volunteer Research Knowledge Competency Taxonomy



Volunteers for the Next Generation

