



4-H Organizational Skills

Marketing and Publicity

VRKC: Volunteer Research Knowledge Competency Taxonomy

Intended Audience:

4-H volunteers

Learning Outcomes:

- Volunteers will identify the steps of a successful marketing plan.
- Volunteers will describe marketing techniques for different audiences.
- Volunteers will develop a marketing plan for a 4-H club or group.

Time:

20 – 30 minutes

Supplies Needed:

- Pencils, Markers and Flip Chart
- Power Point, Computer and LCD Projector
- Handouts and Evaluations

Do Ahead:

Copy handouts 1 & 2 and these additional resources:

- “Promoting 4-H & Getting More Members for Your Club” available at <http://njaes.rutgers.edu/pubs/pdfs/4h/e148/347-350.pdf>
- “How to Write a News Release” available at <http://njaes.rutgers.edu/pubs/pdfs/4h/e148/351-356.pdf>

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Volunteerism for the Next Generation:

<http://nextgeneration.4-h.org/volunteerism/>

4-H National Headquarters:

<http://www.national4-h-headquarters.gov/>

INTRODUCTION

Many surveys conducted on all levels have found that the public has heard of 4-H but doesn't understand it or realize that it exists in their community. Due to its long-rooted history in rural areas and traditional agricultural and homemaking projects, many people are not aware that 4-H is this and much more. Promoting the educational aspect of broad youth development opportunities requires good public relations and marketing. (Power Point Slide 1)

WHAT TO DO

Activity 1: Sharing Current Publicity Efforts

Have each person share what their 4-H club or group is currently doing to market 4-H. Have the group consider the strengths and limitations of each method. Record answers on a flip chart.

Publicity needs to have multiple approaches. Consider brochures and flyers, electronic communication, planned events and, of course, using the media. A good marketing plan is like a journey. As with any successful trip, there are four critical components. (Power Point Slide 2)

1. **Starting point:** What marketing is currently happening? Who are the internal audiences—are families satisfied enough with 4-H to help promote it? Who are the external audiences—do people in your area know about 4-H and is their perception accurate?
2. **Destination:** What are the short and long term goals of the marketing effort? Are the goals realistic? What resources are available? An example of a long range goal is to double membership of a club or project area over the course of two or three years. Examples of short term goals are improving orientation for new volunteers or revising a recognition program.
3. **Itinerary:** What is the plan to reach the goals? The plan could include a checklist of steps to reach a goal, and regular meetings or other means of consistent communication. The plan should have some flexibility so that adjustments don't feel like crises.
4. **Map:** Looking at the big picture, what are the signposts and benchmarks for measuring progress? If goals are not met, relook at the destination and itinerary and make sure they are realistic and focused.

Marketing is more than selling and advertising. It makes sure that the right products (in this case, the 4-H program) and services reach the right audience. It is an ongoing process that includes planning and evaluating progress and redirecting when needed. (Power Point Slide 3)



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VRKC: Volunteer Research Knowledge Competency Taxonomy for 4-H Youth Development:

<http://www.national4-h.org/comm/vrkc.pdf>

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References for this lesson:

- Baillere, J. & Mozenter-Spiegel, M. (2001). *4-H Public Relations: A Blueprint for Expansion*. National 4-H Council. (No longer available electronically nor in print).
- Diem, K. (1994). *New Jersey 4-H Leader Training Series*. "Promoting 4-H and Getting More Members for Your Club." Rutgers Cooperative Extension. Available at: <http://njaes.rutgers.edu/pubs/pdfs/4h/e148/347-350.pdf>
- Diem, K. (1994). *New Jersey 4-H Leader Training Series*. "How to Write a News Release." Rutgers Cooperative Extension. Available at: <http://njaes.rutgers.edu/pubs/pdfs/4h/e148/351-356.pdf>

Marketing tools may include newspapers, radio, television, brochures, websites, and social media sites. For all strategies:

1. Consider the audience you are trying to reach. How do they want to receive information?
2. Formulate your specific message. Target the message on key points and provide sources for additional information.
3. Develop relationships with those in the media. A personal relationship with a reporter or newscaster can provide insights into your marketing efforts and better opportunities for having your message heard.
4. Keep your tools professional. Follow the guidelines for the use of the 4-H name and emblem. Your state may have additional guidelines for marketing 4-H and the use of the internet and social media sites. Practice, proofread, and get feedback. Whether your message is verbal or written, high quality marketing messages will have a better response from your target audience.

Activity 2: Developing a Marketing Plan

(Power Point Slide 4) Have participants work in groups to develop a marketing plan using Handout 1. Ask each group to share their plan. Have the entire group provide feedback to strengthen the plans.

Conclusion:

(Power Point Slide 5) One way a 4-H club or group can increase membership is through marketing and publicity. Involving 4-H members, volunteer leaders, and parents in the planning, implementation, and evaluation of a marketing plan can bring success to reaching goals.

TALK IT OVER

Reflect:

- What key messages should be part of a 4-H marketing plan?
- Who are important audiences to target in 4-H marketing plans? Describe special considerations in developing marketing messages for each audience.

Apply:

- How can youth be involved in marketing and publicity?
- Discuss short term and long term goals for marketing plans.

EVALUATION

Ask each participant to complete the evaluation tool (Handout 2).



ENHANCE or SIMPLIFY

- Discuss 4-H Name and Emblem Guidelines:
http://www.national4-hheadquarters.gov/emblem/4h_name.htm
- 4-H Brand Network has a variety of tools and resources to assist in marketing 4-H.
<http://4-h.org/d/Pages/Layouts/brandnetwork.html>
- Have participants practice writing news releases using the handout “How to Write a News Release” by Rutgers Cooperative Extension: <http://njaes.rutgers.edu/pubs/pdfs/4h/e148/351-356.pdf>

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Handout 1

Developing a Marketing Plan

Goal of Marketing:

Target Audience:

Key Message Points:

Marketing Tools:

Marketing Method	Advantages and Strengths of Method	Limitations and Concerns of Method

Plan of Action:

Step	Person Responsible	Deadline



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