How to Help Youth Apply for the 4-H Youth in Action Awards

August 8, 2018
In This Webinar, You Will…

• Learn all about the 4-H Youth in Action Award
• Hear from the 2018 4-H Youth in Action National Winner
• Understand how to help a young person apply for the program
• Learn how to promote 4-H Youth in Action to your 4-H’ers
• Get answers to your questions
What’s Your Experience with Youth in Action?

• 4-H Educator with a Previous Winner
• 4-H Educator with a Previous Applicant
• 4-H Educator learning about Youth in Action for the first time
The 4-H Youth in Action Awards
Meet this Year’s Pillar Winners

Agriculture:
Serena Woodard of Eufaula, Oklahoma
Focus of Story: Agriculture Workshops for Youth

Civic Engagement:
Kyra-Lee Harry of Brooklyn New York
Focus of Story: Youth Engagement Forum in New York City

Healthy Living:
Sophia Rodriguez of Hinesville, Georgia
Focus of Story: Mental Health for Military Youth

STEM/National Winner:
Cassandra Ivie of West Jordan, Utah
Focus of Story: the Incredible Machine STEM kits
4-H Youth in Action At-A-Glance

Share Your Story
An opportunity for 4-H youth to share their stories of how 4-H changed their lives & how they have, in turn, impacted others.

Scholarship for Higher Education:
$5,000 scholarship for each pillar winner

Prominent Recognition:
Customized professional video, local and national media coverage, official reference letter from National 4-H Council President & CEO, recognition & all-expenses paid trip at the 4-H Legacy Awards

Life-Changing Experiences:
Serve as 4-H Youth Spokesperson for the pillar area, engagement with celebrities and influencers, invitations to present at notable conferences and events
4-H Youth in Action: Qualifications

Be able to Share Your Story:

**Personal Impact Story:**
Demonstrate how 4-H has impacted your life and helped you develop life skills to overcome a personal obstacle.

**Community Impact within the Pillar Area:**
Communicate how 4-H has empowered you to positively impact your community through a 4-H experience within the pillar area.

4-H’ers Age 16 – 19
Who should you recommend?

- 4-H’ers with a great story to tell!
- Not just someone who has previously won an award
- Youth who have gained valuable life & leadership skills from 4-H
Cassandra Ivie – 2018 STEM & National Winner

https://www.youtube.com/watch?v=H1dZArN3V-Y
Pillar Winner Commitment
It’s Bigger than One Day
Pillar Winner Time Commitments*

**In-Person Events (Approx. 3)**
- National 4-H Council’s Legacy Awards
- Signature Nat’l 4-H Conference Center Event for Pillar:
- One in-person Sponsor Event (if applicable)

**Media & 4-H Digital Promotions (Approx. 4-5)**
- Media opportunities as schedule permits (phone interviews, in-studio appearances, etc.)
- Content for 4-H digital channels (e.g., blogs, social media posts, smartphone videos, etc.)

**Monthly Council Communications**
- One 30-minute briefing call per month (April 2019 – February 2020)
- Respond to emails within a 48-hour timeframe
- Respond to text messages within a 24-hour timeframe

*Actual activities will vary according to youth availability and marketing opportunities*
Key Milestones

August 1: Application Opens
October 22: Application Deadline
November: Finalists Selected (3 Per Pillar)
December: Pillar Winners Selected
Jan – Feb: Video Shoot and Media Training
Feb - March: Local Promotion
March 12: Legacy Awards, Nat’l winner announced
Application
Application Requirements

• Select Your Pillar
• Short Answer Questions (2)
• Video (60 seconds or less)
• Photo (3 photos of the youth in action)
• Reference Form
• 4-H County Extension Educator/Agent Contact

DEADLINE: October 22\textsuperscript{nd} at midnight PST
Pillar Selection

Agriculture  Civic Engagement
Healthy Living  STEM
Short Answer Questions

1. Describe how 4-H made an impact on you.

2. Describe a project, program or 4-H activity in the pillar area in which you demonstrated leadership. Detail how your leadership in this pillar has improved or influenced your community.
Short Answer Questions

Answers should demonstrate:

- How 4-H has impacted the 4-H’er
- Life skills developed though 4-H programming
- Application of life skills to a personal challenge or adversity
- Leadership skills in project work
- Impact of project work on the community
- Empowering others through leading and teaching
Short Answer Questions

Tips:

• Think of it as **sharing a story** – not just sharing achievements
• **Get personal** – share what has 4-H done for YOU
• **Demonstrate your leadership** – share how YOU have helped others
• **Use specifics** – examples/stories, outcomes and impact numbers
Prompt: You’re passionate about your pillar. Imagine you have 60 seconds to share your passion with your peers. What would you say? Why is this pillar important? Why should they get involved?

Requirements:
• 60-second video recorded on simple recording device
• Feature the young person only
• Uploaded to YouTube
Video

Videos should demonstrate:

- Presentation skills
- Passion for the pillar area

Tips for Success:

- Keep it simple – no fancy editing, additional speakers, or extra visuals
- Prepare and practice
- Be enthusiastic (show us that you could be a great pillar spokesperson)
- Use specific examples
Photos

Requirements:
- 3 photos of the young person in action

Tips for Success:
- Action shots are best
- Use to demonstrate pillar work indicated in short answer questions
Reference Form

Instructions

• All applicants submit a completed reference form
• No letters of recommendation
• Form to be completed by 4-H educator, volunteer, community leader or key stake holder
• Form should not be completed by parent, relative or youth

Tips

• Your reference should:
  ◦ Know you well
  ◦ Be able to share about your leadership skills
Promoting the Program
Accessing the Resource Tool Kit

• Access on the 4-H Youth in Action webpage under the “How to Apply” tab

• Have a MORC account? Log in to access the Tool Kit. If you’re already logged in, the page will open automatically.

• No MORC account? Scroll to the “Sign-Up” section and complete the account information. Be sure to check the box for “Marketing Resources” on the left-hand side of the page. Once all fields are complete, click “Sign Up”
What’s in the Tool Kit?

• **Informational Resources**
  ◦ Application Guidelines
  ◦ FAQ for Agents

• **Promotional Resources**
  ◦ Flyer
  ◦ Promotional Video
  ◦ Sample Social Media Content
  ◦ Sample Newsletter Text
  ◦ Sample Email Text for Youth & 4-H Leaders
YIA Promo Video

https://www.youtube.com/watch?v=lVmPqs7FvS0&feature=youtu.be
Giveaway for 4-H Agents/Educators

$500 Shop 4-H Gift Certificate

$250 Shop 4-H Gift Certificate

$250 Shop 4-H Gift Certificate

Each application = 1 entry to the drawing

Winners announced when applications close!
Thank You! Sponsors Help Make This Possible

Faustino and Martha Bernadett
Questions?

- Email: YouthinAction@4-H.org
- Website: www.4-H.org/YouthinAction
Thank You.

For more information, contact:
YouthinAction@4-h.org
www.4-H.org/youthinaction