

LESSON 13

Marketing to Youth



Youth today get information from the digital world. When marketing to young people, especially teens, remember:

- Youth pay more attention to digital marketing than traditional forms of marketing.
- Use technology that youth use such as Podcasts, Facebook, YouTube, and Twitter.
- Advertisements can be produced at minimal cost and posted to YouTube, while Podcasts can be made available on Web sites.
- Sites such as Facebook can be used to create virtual groups and clubs for dissemination of information.

All of these marketing techniques can be developed and managed by teen technology clubs.

Guide to Creating Your 4-H Marketing Plan



1. What experiences can 4-H provide to your age group that they would see as a benefit?
2. What are some special events and activities that 4-H is involved with that appeal to your audience?
3. What are some strategies you could use to let your audience know about 4-H and your club?

Your Club's Marketing Strategy



- List 3 things your club will do to attract members.
- How will this be accomplished?
- Who will be responsible?

Transitioning Youth to New 4-H Communities



- 4-H Extension professionals can provide contact information for all state 4-H offices.
- 4-H Extension professionals can make phone calls to help the transitioning member.
- 4-H Extension professionals can provide other youth development professionals information to help transition youth to new communities.

Transitioning Youth to New 4-H Communities



- 4-H club leaders can assist youth who are moving by helping get all of their 4-H records and paperwork in order.
- 4-H club leaders can assist new 4-H members by making sure members have all the information they need to be successful in their new club.

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IDEAS FOR MARKETING YOUR 4-H CLUB HANDOUT

- ▶ Form a publicity committee to expand community involvement in your club program. Recruit people from the community who work in communications or who do a great job of keeping the community informed. Young people should be involved in all phases of promoting and publicizing your 4-H club.
- ▶ Have special events that are high profile and lots of fun. Open them up to all kids, whether they are in 4-H or not.
- ▶ Use technology to help promote the 4-H program. Encourage 4-H members to create a Web site that highlights your 4-H club activities.
- ▶ Ask the newspaper to do a special feature on 4-H with lots of action pictures of your 4-H members. Find success stories about local 4-H members, volunteer leaders, and 4-H alumni.
- ▶ Your local Extension office has promotional 4-H materials. Display them at various locations during the year. See if the local cable company will run a 4-H video on a regular basis. Provide local radio and television stations, including the cable channel, with public service announcements about 4-H and news releases about special events.
- ▶ Have 4-H members recognized as a group during special events or before adult service clubs. Long time 4-H members (and adults who were in 4-H) could give testimonials on the positive influence of 4-H in their lives. Create a proclamation declaring a 4-H Appreciation Week during National 4-H Week, which is held every October. Contact your local 4-H Office for promotional materials about National 4-H Week.
- ▶ Put up bulletin boards about 4-H in places where young people gather in the community such as fast food shops, shopping areas, libraries, community centers, parks, video stores, theaters, etc. Have a 4-H club enrollment drive. Set up a booth with information about 4-H at schools in your community.
- ▶ Ask a volunteer to write an article about 4-H community service events and promote them through various newspapers/newsletters.
- ▶ Announce special events with banners around the community. Have 4-H volunteers and 4-H members address civic club meetings.
- ▶ Carry out a community project, such as reading to youngsters during story time at the library or a school, cleaning up a street or highway, recycling cans or newspapers, participating in a food drive, helping with a blood drive, or presenting an entertaining program in a nursing home. Make sure that good photos are taken, and work with local media to “toot your horn.”
- ▶ Have youth write 4-H announcements to be read during morning announcement time or during an assembly program at school.
- ▶ Encourage youth and volunteers to visit their state legislators to talk about 4-H in their community. Set aside a special day each year when 4-H teens and adult volunteers from across your state visit the state capitol to make appointments with their state lawmakers.
- ▶ Plant a tree or wildflower garden to honor 4-H in your community.
- ▶ Have 4-H members, 4-H staff, or community volunteers promote 4-H on radio morning shows, television talk shows, and local news broadcasts. Ask the cable company to do a video message board (crawl) promoting 4-H.

▶ Arrange for the public address announcer at sports games to read a public service announcement promoting 4-H membership.

▶ Work concessions at sports events to raise funds for local programs. Wear your 4-H t-shirts while working. Create and wear buttons that say “Ask Me About 4-H” during National 4-H Week in October.

Adapted from: Publicizing National 4-H Week and Other Special Events, Donna Reynolds, Extension Communications Editor, News and Public Affairs, and Chuck Hill, 4-H Program Specialist, Alabama Cooperative Extension.

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HELPING YOUTH TRANSITION TO NEW COMMUNITIES WHEN FAMILIES MOVE HANDOUT

Marketing includes keeping existing members involved and active. Continued participation becomes more difficult to support, however, when youth move to a new community. A strategy to retain members through this transition is an important factor in a youth development program. Today's families are much more mobile than families were when 4-H first began. Many youth will experience a move to a new community several times during their childhood and teen years. The advantage of belonging to 4-H, an organization that provides programs to youth in every county in the United States and its territories and to youth on military installations throughout the world, is that a move to a new community should not result in losing club or group membership.

While long-time involvement with the same group of people is a positive factor for healthy development, youth can experience some of the benefits of longevity through participation in clubs that are similar in structure and goals. State 4-H programs may vary, but the basic concepts and formats of 4-H clubs are familiar to new members with past 4-H experience. Therefore, 4-H can provide some continuity in out-of-school opportunities for youth who are new to a community.

If you are an Extension 4-H youth development professional, you will need to facilitate connection to 4-H Extension professionals in the new county. You will be expected to provide information to help 4-H youth who are moving to connect with new 4-H programs. You should have a listing of phone numbers, e-mails and websites for all of the state 4-H offices in the U.S. Your state 4-H office can give you this list as well. Work with the youth and his/her parents to search the state and county 4-H Web sites in their new community. By contacting the state 4-H office in the state to which a youth is moving, you can obtain contact information for your 4-H member who is relocating. You can also e-mail or call the 4-H Extension professional in the new county to alert them to the arrival of a transitioning 4-H member.

If you are a youth development professional from a partnering organization, your county 4-H Extension professional can provide you with the information you need to help youth transition to another 4-H program. If you are a military partner, your state 4-H military liaison will also have this information. The link to the Operation: Military Kids Web site with state contact information included is: www.operationmilitarykids.org.

In addition, you will want to be sure that the adult leaders in your program are aware of the transition connections available to 4-H members. Ask leaders to refer transitioning youth to you so you can help them make connections. 4-H club leaders can assist youth who are moving away by helping them gather all of their 4-H records and paperwork to take to their new community.

Club Leaders should assist youth who are new arrivals to the club by making sure new members have the information they need to succeed in this new club. Taking time to talk with young people about the club they have just left and the experiences they have had with 4-H will give the leader the information needed to help youth become a part of the community.

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NATIONAL 4-H COUNCIL PROMOTIONAL MATERIALS

Visit the National 4-H Council website at <http://www.fourhcouncil.edu> for ready-to use 4-H promotional materials. Click on 4-H Brand Network and sign up as a user. You must be 13 years old to register. After you sign up you can access promotional kits, brochures, 4-H graphics and instructions for using the 4-H name and emblem for your 4-H club's marketing materials.