

MATERIALS

1. PowerPoint slides or posters of:
 - Marketing to Youth
 - Guide to Creating Your 4-H Marketing Plan
 - Your Club's Marketing Strategy
 - Transitioning Youth to New 4-H Communities
2. Note pads and pencils/pens
3. Easel paper and markers
4. Copies of Appendix, Lesson 13 handouts if participants are not receiving 4-H 101 curriculum

OBJECTIVES

1. Recognize effective strategies to market 4-H to youth.
2. Create a 4-H Club marketing plan.
3. Identify methods to help youth transition to 4-H in new communities.

TIME

1 hour 30 minutes

LESSON 13

Marketing 4-H Clubs

4-H PRKC: Partnerships (domain): Community Development (topic)
Organizational Systems (domain): Communication Strategies (topic)

WHAT TO DO

Give each participant a notepad and pencil.

Give participants about 10 minutes to develop their lists.

Ask for a few volunteers to share their answers. Allow about 10 minutes for discussion.

Use the discussion to point out that groups meet many needs for adults and that youth join groups for the same reasons adults do.

WHAT TO SAY

This lesson focuses on marketing 4-H to youth of all ages and their families.

I'd like you to use the notepads to make a list of all the groups and organizations that you currently or previously belonged to. Write a few words about why you joined that group, why you are still a member, or why you left the group.

Can anyone give us a few examples of groups you identified? Why did you join? What benefits did belonging to the group have? If you are no longer a member, why did you leave?

As you can see from our discussion, adults join groups because they meet their needs for belonging and membership, closeness, meeting people, and developing self-worth. Further, groups allow us to contribute, develop competence and mastery, and to have structure. Young people are attracted to groups for the same reasons.

Let's look at why some groups are more effective at attracting new members than others. Think about some of the groups you have identified on your notepads. Did you join because someone made personal contact with you? How did you find out about that organization?

WHAT TO DO

Allow about 3-5 minutes for discussion on effective marketing strategies used to attract people to join organizations. Some examples for discussion purposes might be: the American Red Cross, Big Brothers/Big Sisters, Girl Scouts, religious organizations, etc.

Show PowerPoint slide or poster of Marketing to Youth.



The poster is titled "Marketing to Youth" and features a green four-leaf clover icon. The text on the poster reads: "Youth today get information from the digital world. When marketing to young people, especially teens, remember:" followed by a bulleted list: "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.", and "Sites such as Facebook can be used to create virtual groups and clubs for dissemination of information." At the bottom, it states: "All of these marketing techniques can be developed and managed by teen technology clubs."

Divide the participants into five groups. Each group will be responsible for developing a marketing plan for an imaginary 4-H Club. Assign each group an age category or audience for them to target: group 1, parents; group 2, ages 6-8; group 3, ages 9-11; group 4, ages 12-14; and group 5, ages 15-18.

WHAT TO SAY

What is the most creative marketing strategy you have seen or heard used to recruit people to join or volunteer for an organization?

Good marketing is all about seeing individuals' needs and meeting them. In today's world, we need to think of new, different and creative ways to reach out to youth. We must find ways to help youth recognize what 4-H can do for them.

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.

* To 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.

It's also important to remember to follow the guidelines for the proper use of the 4-H Name & Emblem when using technology to promote 4-H. Refer back to the guidelines provided in Lesson 4.

Your task is to work with your group to identify a marketing plan for your 4-H Club with the age group you were assigned. First you need to name your club and define the community where it is located.

WHAT TO DO

Show PowerPoint slide or poster of Guide to Creating Your 4-H Marketing Plan.

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?

Give each group several pieces of easel paper and a marker.

Allow about 10-15 minutes for the groups to answer these questions.

Show PowerPoint slide or poster of Your Club's Marketing Strategy.

Your Club's Marketing Strategy



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

Provide copies of "Ideas for Marketing Your 4-H Club" handout to help generate ideas. (See Appendix.)

Separate groups into different rooms if possible and allow about 15 minutes for them to develop their skits.

Bring the groups back together and have each group perform their skit in front of the larger group.

WHAT TO SAY

Now, record your answers to these questions on your easel paper.

1) What experiences can 4-H provide to your particular age group that they would see as a benefit?

2) What are some special events and activities that 4-H is involved with in the community that appeal to your audience?

3) What are some strategies you could use to let your audience know about 4-H and your club?

Using the information that surfaced during your discussion, I want you to develop a marketing strategy for your club that is appropriate for your age group. Name at least three things your club will do to attract members of this age group and include how these things will be accomplished and by whom. Record these ideas on another sheet of easel paper.

Next, I would like your group to develop a 3-5 minute skit that demonstrates your group's most creative ideas for attracting this age group. Build your skit around the three things your club will do to attract members. You will have 15 minutes to prepare your skit.

As you come forward to present your skits, please identify your club by name and community and tell us which age group you are

WHAT TO DO

When all groups have given their skits, ask the following questions. Allow about 10 minutes for discussion.

Introduce the importance of helping youth transition to new 4-H communities when families move.

WHAT TO SAY

targeting. Tell us the three things your club plans to accomplish this year to attract new members and then introduce your skit.

How did your group select marketing ideas?

What did you learn about working in a group to generate a marketing plan?

What ideas can you take home from the skits?

How will this exercise help you assist a club in recruiting members?

Now we're going to switch gears a little bit and talk about keeping members. In the last lesson, we learned that the most important way to keep young people in 4-H is to let them be actively involved in deciding what their club will do. Continued participation in 4-H becomes more difficult when youth move to a new community.

Families are much more mobile now than they used to be. 4-H provides programs to youth in every county in the United States and its territories and to youth on military installations throughout the world. A move to a new community should not result in losing 4-H club membership.

4-H clubs may vary somewhat from state to state, but the basic concepts are the same. 4-H can provide some continuity in out-of-school opportunities for youth new to a community.

WHAT TO DO

Show the Power Point slides or poster of Transitioning Youth to New 4-H Communities.

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.

Provide copies of “Helping Youth Transition to New Communities When Families Move” handout as a reference for staff and volunteers. (See Appendix.)

WHAT TO SAY

What are some of the ways that we can assist youth in making a transition to a 4-H club in a new community?

- 4-H Extension professionals can provide e-mails and/or phone numbers for all state 4-H offices.
- 4-H Extension professionals can make phone calls to the 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, such as the military, your county 4-H Extension professional can provide you information to help youth transition to another 4-H program.
- 4-H club leaders can assist youth who are moving by helping them gather all of their 4-H records and paperwork to take to their new community.
- Adult leaders can assist new 4-H members by making sure they have all the information they need to be successful in their new club.

This lesson has focused on developing marketing strategies for all 4-H audiences to attract and keep 4-H club members. Marketing strategies may also include ways to help youth who are transitioning to new communities stay involved with 4-H.

