



• LEADER'S GUIDE •



MEET # TOPIC METHOD WHAT MEMBERS WILL LEARN

- | MEET # | TOPIC | METHOD | WHAT MEMBERS WILL LEARN |
|--------|------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. | OVERVIEW OF MARKETING | Members should discuss
Role-play roles | 4-H emblem, pledge, motto
4-H meetings and projects |
| 2. | WHAT IS "GET GROWING"? | Follow project book and discuss why the theme for this marketing program is "Get Growing"

Follow project book and discuss

Follow along in project book | <p><u>Time for 4-H to "Get Growing"</u>
What it means for every 4-H Club to "get growing"</p> <p><u>Why do we need to keep growing?</u>
From getting new membrs to starting more activities, discuss the many reasons 4-H needs to grow</p> <p><u>How our club has grown</u>
How 4-H started out and how we've grown over the years</p> <p><u>How "Get Growing" will help us grow</u>
Explain that "Get Growing" is a Marketing Program that will help us sell our club to new members, leaders, and sponsors</p> <p>Discuss how learning about marketing will help new members grow as individuals and as a club.</p> |
| | | Follow along in project book | |

MEETING # TOPIC METHOD WHAT MEMBERS WILL LEARN

3. WHAT IS MARKETING?

- . Follow in project book
- . Show products such as pencil, running shoes, clothing, etc.
- . Definition of marketing
- . Definition of product
- . Definition of service
- . Definition of competitive marketing of 4-H

4. HOW TO MARKET

- . Read definition in project book
- . Show 1 or 2 samples
- . Show 1 or 2 samples
- . Show 1 or 2 samples
- . How 4-H will market
- . Explain that 4-H will market in the same way that other suppliers of products and services do -- through advertising, promotions and public relations
- . Briefly define advertising
- . Briefly define promotions
- . Briefly define public relations

5. FOR NEXT MEETING

- . Discuss
- . Think of a theme (home project)
- . Think of a catchy line that invites people to join 4-H and write it down
- . An example that 4-H already uses is "Grow With Us"
- . Here's a hint to pass on to members -- try to keep your line short and simple (no more than 8 words)

MEETIN / TOPIC METHOD WHAT MEMBERS WILL LEARN

2. WHAT ABOUT ADVERTISING? 1. REVIEW LAST MEETING

Discuss
Review definition from meeting I in project book

What we've learned
Review Get Growing goals and marketing definitions if you feel it's necessary and answer any questions

2. WHAT IS ADVERTISING?

Turn to project book and discuss

Bring in samples to show or refer to samples in project book

Definition of advertising
Repeat definition

Tools of advertising
From magazine/newspaper ads to advertising posters, from flyers and direct mail to radio and TV commercials, these are some of the tools of advertising

3. HOW TO ADVERTISE

Members should follow in project book and discuss

Show and discuss sponsor ads

Targeting - The Key to successful advertising
Discuss definition of targeting (saying the right things to the right people in the right place at the right time)

Advertising made easy
from A to Z
Using sponsor ads as an example, we'll learn how to target advertising

MEETING #	TOPIC	METHOD	WHAT MEMBERS WILL LEARN
	(Group exercise)	. Take 5 minutes to verbally go through quiz in project book	<u>TRIVIAL QUIZ</u> Everyone knows something about advertising. Find out how much you know by matching the product or service to the advertising slogan. Discuss what the slogans mean.
4.	REVIEW 4-H ADVERTISING MATERIALS	. Show "Join the H - team poster or any other local 4-H advertising	<u>Let's discuss 4-H ads</u> Discuss the advertising approach and review the 5 Ws of targeting if you need to. Do members like or dislike it? Why?
5.	FOR NEXT MEETING	. Discuss	<u>Create a jingle! (home project)</u> Jingles (catchy tunes with words) are great fun. They also make great national radio commercials. Have members make up a 30 second jingle that describes what 4-H is all about and why new members would be interested in joining. For even more fun, make up jingles that have different music beats (a rock beat, pop beat, reggae or dubbing or sung to a favorite tune.) Members should be ready to sing their jingle at the next meeting.

MEETING	TOPIC	METHOD	WHAT MEMBERS WILL LEARN
3. PROMOTIONS	1. REVIEW LAST MEETING	DISCUSS	<p><u>What we've learned</u></p> <ul style="list-style-type: none"> Review advertising and targeting definition Discuss 4-H Flyer if you need to finalize copy and title Have different members sing <u>radio commercials</u>. Then explain that they are all very good and choose 2 or 3 commercials that all members will sing and record in Meeting 5 for Achievement Day
	2. WHAT IS A PROMOTION?	<ul style="list-style-type: none"> Members should turn to project book Show promotion samples such as potato chips with coupon/cereal with toy 	<p><u>Definition of promotions</u></p> <ul style="list-style-type: none"> Make sure everyone understands <p><u>Types of promotions</u></p> <ul style="list-style-type: none"> Briefly explain various types of promotions including free giveaways, discount offers or the chance to win a sweepstake
	3. HOW PROMOTIONS WORK	Follow in project and discuss	<p><u>How to target a promotion</u></p> <ul style="list-style-type: none"> Briefly discuss how to choose a giveaway product that appeals to the right people, and properly represents the value/meaning of your product/service

MEETING #	TOPIC	METHOD	WHAT MEMBERS WILL LEARN
(Group Exercise)	Quiz and answers are in project book	<p>Pick a <u>product/pick a promotion</u></p> <p>Have fun matching products to promotions and finding out why they work</p>	
<p>4. GROUP PROJECT</p> <p>- CREATE A PROMOTION POSTER TO INVITE THE PUBLIC TO OUR ACHIEVEMENT DAY</p>	<p>Follow project book and discuss</p>	<p><u>Putting together a 4-H promotion/poster</u></p> <p>Make sure your message is clear and simple.</p> <p>Does your copy inform the community when, where and what time your Achievement Day will be held? What can the community expect to happen and what is the free prize they could win?</p>	
<p>5. FOR NEXT MEETING</p>	<p>Discuss</p>	<p><u>Free publicity (home projects)</u></p> <p>Have members spend time at home thinking about what free publicity means. Encourage them to discuss this with friends and family and to write down any ideas they have on how their 4-H club could get free publicity. They should also think about what a sponsor is and reasons why a business would sponsor 4-H</p>	

* MARKETING IDEA
OF THE WEEK

4-H Calendar
A calendar is a wonderful idea for promotion. It will keep your community thinking about 4-H 365 days of the year. This is a project you may wish to pursue after Get Growing is over. Use 4-H member art or photography for each month. Make sure you include all dates that are an important part of 4-H history. These can be distributed to members, volunteers and sponsors. Interested members should contact your local 4-H office to try and get assistance.

3. HOW TO DEVELOP PR/PUBLICITY FOR 4-H

Discuss and follow project book

Follow in project book

Discuss and write down ideas in record book

What can 4-H accomplish through public relations and publicity?
Explain how a stronger community presence can help 4-H get growing and build up membership for free

4-H public relations opportunities
From community clean up day to 4-H bake sales to organizing a 4-H fashion show, these are some of the ways to make news and get free publicity. Discuss

4. GROUP PROJECT
 - WRITE A NEWS
 RELEASE TO SEND
 TO YOUR LOCAL
 NEWSPAPER
 EDITOR ABOUT
 4-H ACHIEVEMENT

Follow in project
 book and discuss

Putting together a news
release for Achievement
Day
 Have members discuss and
 write a one paragraph
 news release as a group
 on Achievement Day.
 Include information on
who 4-H is, what the
event is (a 4-H
Achievement Day where
members will demonstrate
their knowledge about
marketing and try to
recruit new 4-H
members), where and
when it will take place
(location, time, date)
and why they should go
(special giveaway, have
fun, learn why 4-H is a
great organization to be
a part of)
Hint (Keep language
simple and clear - 10
sentences at most. Ask
yourself who, what,
when, where and why to
make sure you've given
necessary info. Give it
the same title as your
Achievement Day
promotion poster.

WHAT MEMBERS WILL LEARN

METHOD

TOPIC

MEETING #

Club leader should edit final copy and check for correct spelling and grammar. Appoint one member to contact your local newspaper and get the name of the person you should send your news release to and the correct address.

Putting It All Together
(home project)
Explain to members that the next meeting is about putting our projects together for Achievement Day. Have them read through Meeting 5 in their project book at home and start thinking of design ideas for:
1) 4-H flyer to recruit new members
2) 4-H promotion poster to announce Achievement Day and special promotion

: Discuss
: See project book

5. FOR NEXT MEETING

Grow with 4-H. Pass it on!
Each member can create his/her PR/free publicity for 4-H. Here are some ideas:

: Discuss

* MARKETING
IDEA OF THE
WEEK

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5. FOR NEXT MEETING
 . Discuss
 . See project book

. Discuss

* MARKETING
IDEA OF THE
WEEK

- Talk to a leader -
Have each member talk to a different 4-H project leader, and pass on the good news about marketing. Suggest that the leader help to market his/her own project by contacting the local radio station and offering 10 minutes of 4-H tips for whatever course they teach
- Talk to a member -
Ask each member to talk to a member of another 4-H project and pass on the good news about how much fun the 4-H Get Growing project is
- Talk to a sponsor -
Have members talk to any local business people they know or friends of the family who might be interested in sponsoring 4-H. They can contact the local 4-H office if they want to contribute or need more information.

WHAT MEMBERS WILL LEARN

METHOD

TOPIC

3. HOW TO PUT TOGETHER COPY & DESIGN FOR OUR 4-H MEMBER FLYER & PROMOTION POSTER

All about copy and design
Take a few moments to reread this section of project book
Double check the copy.
Is there too much to read? If so shorten the copy. Where should your headings go, where will you place the body copy? How large?

Members should follow project book
Discuss copy requirements
Discuss layout

Make sure all members understand size and shape of the poster and flyer. Does your layout (the way you want to put your copy and design together) work? Check to make sure copy doesn't run over margins or folds.
Remember you will fold your flyer after it is photocopied.

Assess your layout

Have members suggest design ideas. Don't forget to draw your 4-H logo. Remember, material will be copied in black unless you can afford colour. You might plan to copy your posters in black and then colour in after.

Discuss design requirements (how much space do you have, what colours, can it be drawn)

Decide on quantities for your poster and flyer

Discuss production quantities

MEETING # TOPIC METHOD WHAT MEMBERS WILL LEARN

. Proceed to
mock-up

. Appoint artists to
design your flyer and
poster in class. Arrange
for a member to take
both to a copy shop and
print for next lesson

. Make printing
arrangements

Hint - For your ad
material to be perfectly
nice, you might decide
to do it twice! Don't be
discouraged. Simply go
back to the drawing
board.

LEADERS ORGANIZATION CHART

MEETING #	TOPIC	WHAT YOU WILL NEED TO BRING TO THE MEETING
1	OVERVIEW OF MARKETING	<ul style="list-style-type: none">. Sponsor samples of ads, promotion offers and news releases (arrangements will be made to provide these to you in advance of the first meeting).. Food, Teen Fashion or Home Furnishing magazines containing cookie, cake, tooth-paste, blue jean ads, etc.. Any additional newspaper ads, flyers, direct mail (material that's been mailed or hand-delivered to your home) of your choice.
2	ALL ABOUT ADVERTISING	<ul style="list-style-type: none">. Sponsor samples of magazine, newspaper and poster ads. 4-H local or national ads, flyers, posters
3	PROMOTIONS	<ul style="list-style-type: none">. Sponsor samples of promotions. Cereal box with gift inside, potato chip bag with coupons, sweepstakes offers, scratch 'n win offers (bring in any or as many of these promotions as you wish).
4	PUBLIC RELATIONS/ PUBLICITY AND SPONSORSHIP	<ul style="list-style-type: none">. Sponsor samples of news releases. Local newspaper articles featuring businesses, stores, services and/or clubs. Samples of sports tickets or arts/entertainment tickets and programs that include the name/logo of a company or business that acts as sponsor

MEETING #	TOPIC	METHOD	WHAT MEMBERS WILL LEARN
6.	TIME TO GET GROWING	1. REVIEW LAST MEETING Discuss	<u>What we've learned</u> This is your opportunity to review the Get Growing program with members. Review definitions, methods and answer any questions on marketing or marketing 4-H.
2.	FINISHING TOUCHES	Rehearse and discuss	<u>Final Achievement Day Arrangements</u> Finalize all <u>details</u> (setup, who needs what, etc.). Rehearse <u>presentations</u> (remember to keep all speeches brief and simple). Evaluate printed samples of your flyer and poster. Play your commercials again.
3.	EVALUATING THIS PROJECT	Members should fill out questionnaires	<u>What did you learn?</u> Make sure all members fill out this form and fill one out yourself. Encourage members to suggest any ideas for a second level marketing course and the projects they would be interested in.
4.	10 MORE WAYS TO GET GROWING	Discuss and follow along in project book	<u>4-H - GROW TO IT!</u> From organizing a 4-H Fun Fair to creating flyers for new 4-H sponsors, here's a number of projects that members can put together after this program is over.



•PROJECT BOOK•



The Canadian 4-H Council wishes to acknowledge and thank the many people who contributed to the production of the Get Growing Marketing Project:

DEVELOPMENT:
Goodyear Canada Inc.

WRITTEN BY:
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EDITED BY;
Valerie Allen

ILLUSTRATIONS BY:
Joe Gorgchuk

PRINTING:
John Deere Limited

- Introduction -

WELCOME TO 4-H

WELCOME TO 4-H

Welcome to 4-H

Welcome to the one and only 4-H club! This is your opportunity to have a lot of fun, participate in interesting projects and make new friends.

A Welcome to 4-H'ers family

You can help your 4-H members to grow and develop as they do new things and learn more about themselves in this project. How can you help?

- * Show 4-H'ers "how" and help them when needed, without "doing it" for them.
- * Listen and observe and offer suggestions.
- * Support with enthusiasm.
- * Show sincere interest.
- * Suggest ideas.
- * Work with 4-H'ers to learn the skills in this manual and to check the quality of the work.
- * Provide a way for 4-H'ers to get to 4-H meetings.
- * Offer to help the project leader at a meeting.



4-H MEMBERSHIP

- Club members must take a project. All members must exhibit their project work and their record books at the Achievement Day.
- 4-H members will learn how to run their own meetings and to make decisions for the whole club.
- As 4-H members, we belong to an organization which has members all across Canada and in eighty countries of the world.

What you need to know about 4-H

1. The 4-H club pledge

"I pledge...
MY HEAD to clearer thinking
MY HEART to greater loyalty
MY HANDS to larger service
MY HEALTH to better living for
my club, my community and my country"

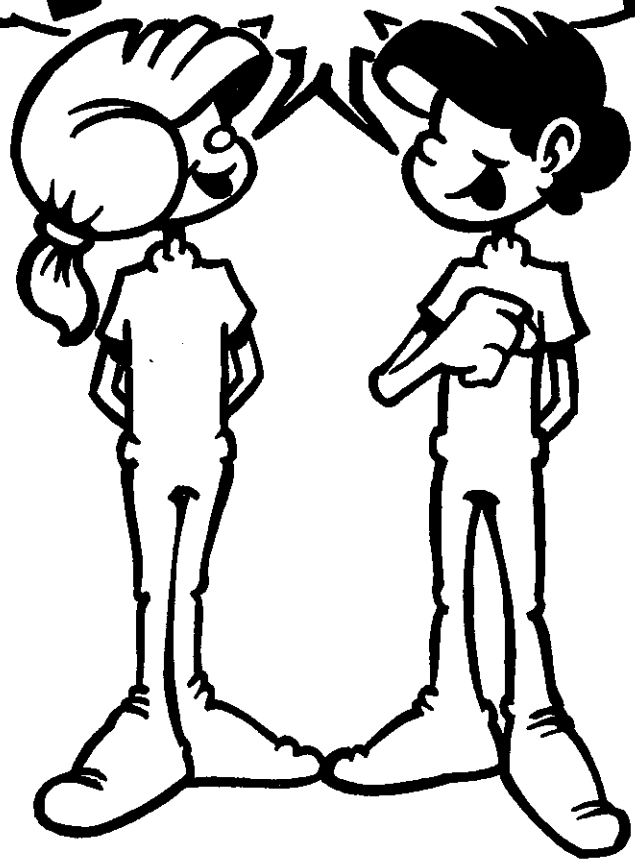
2. 4-H club motto

"Learn to do by doing"

3. 4-H Grace

"We thank Thee, Lord, for blessings great on
this fair land
Teach us to serve thee joyfully
With head, heart, health and hands."

**WE
PLEDGE...**



THE 4-H EMBLEM

The national 4-H emblem is a green four-leaf clover with a letter "H" inscribed on each leaf and the word Canada forming the base. This emblem is used in all provinces in Canada.

The four H's stand for Head, Heart, Hands and Health. We all have heads, hearts, hands and our health to use in special ways.

- HEAD - We train our head to think, to plan and to make careful decisions.
- HEART - We train our heart to be kind, true and caring for others.
- HANDS - We train our hands to be useful, helpful and skillful.
- HEALTH - we promote good health of our bodies to have full and better lives.

We use our heads, hearts, hands and health in our clubs, communities, and our country.

The official 4-H colours in Canada are green and white. Green represents agriculture and young people. White stands for purity.

CLUB MEETINGS

An important part of belonging to a 4-H club is learning about meetings.

THE PRESIDENT IS IN CHARGE OF THE MEETING --

When you have something you wish to say at a meeting, stand or raise your hand until the President asks you to speak.

THE SECRETARY WRITES THE MINUTES --

The minutes are a record of when and where the meeting was held, what decisions were made, and who made those decisions.

THE TREASURER LOOKS AFTER THE MONEY --

The Treasurer keeps records of all the money taken in and puts the money in the bank. He or she records and pays all the bills. The Treasurer also reports to each meeting how much money came in, how much was spent, and how much the club has now.

MEETING 1
OVERVIEW OF MARKETING

OVERVIEW OF MARKETING

A. WHAT IS GET GROWING?

Time for 4-H to "Get Growing"

What does it mean to grow? It means making 4-H bigger and better for you and your whole community. It means getting new 4-H members who want to learn new projects and make their community better. It means getting new club leaders to help lead projects and activities. It means getting new sponsors to help support and provide money for 4-H clubs, activities and events. It means starting new 4-H clubs in your community and across Canada.

As a 4-H member you can do a lot to plant those seeds of growth in your own backyard by getting involved in this project. In fact, other 4-H members in different communities across Canada are discovering this project and helping 4-H to "get growing" in all the right places.

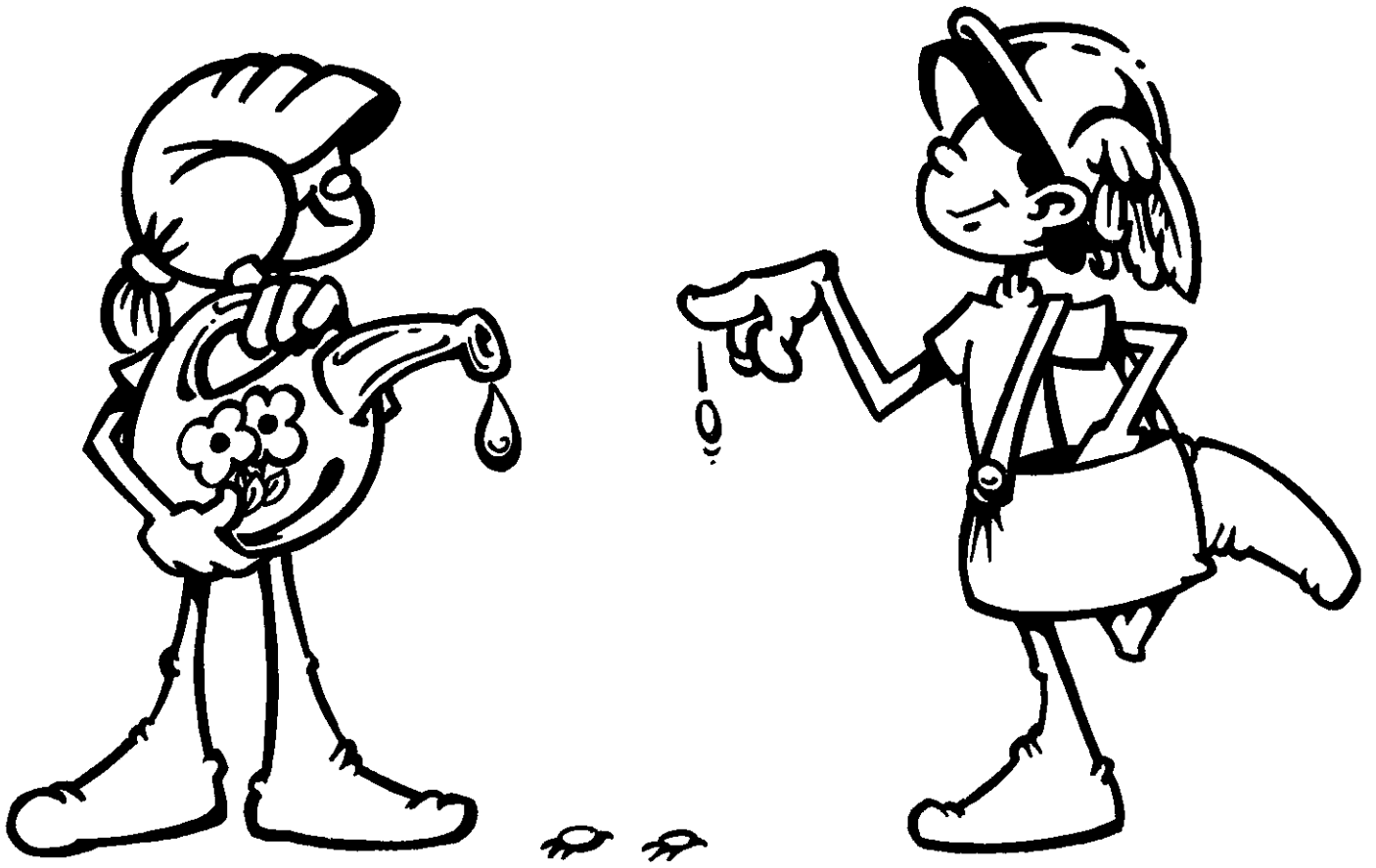
How our club has grown

Did you know that 4-H began in Roland, Manitoba in 1913?? Back then 4-H was called the Boys' and Girls' Clubs - a place where rural kids got together, made friends, and learned to do by doing. From crops to livestock to food, crafts, and clothing, proud members would display their projects at agricultural fairs.

Today, we're called 4-H. In Canada, we've grown to well over 50,000 people and 15,000 adult leaders. Our projects now range from hens to high finance to home computers. Worldwide, the 4-H organization has 7 million members in over 80 countries. So you can say we've already been "on the grow" for years!

How "Get Growing" will help us grow even more

This project is all about marketing. It will help us "market" or "sell" 4-H to new members, leaders and sponsors. By learning different marketing skills, you will be able to help advertise, promote and provide free publicity for 4-H. And you'll discover just how much fun these skills are to learn when you're in the middle of making your first radio commercial or advertising poster. So get ready to "Get Growing"!



OVERVIEW OF MARKETING

B. OUR GET GROWING MARKETING GOALS AND PROJECTS

Marketing goals

Every "Get Growing" member, including leaders, will learn about marketing by doing. So get ready for lots of teamwork and fun. Our 4-H marketing goals are -

1. To get as many community members as we can to come to our Achievement Day and learn why 4-H needs to grow.
2. To get new 4-H members.
3. To get new 4-H leaders.
4. To get new 4-H community sponsors.

"Get Growing" projects for Achievement Day

Did you know that every time we hold an Achievement Day we are actually marketing 4-H? Here's why. Community members gather at our event because they're interested in our projects and in 4-H. This presents an opportunity to convince people to join as new members or club leaders. Often, community members who run their own businesses attend and so it's also an opportunity to convince our community that we need more sponsors.

Therefore, to reach our marketing goals, that we've already stated, we will work on the following projects for Achievement Day -

Promotion Poster to get people to come to Achievement Day

Advertising flyer to hand out at Achievement Day that explains what 4-H is all about and why it's good to "Grow with us" by joining

Radio commercial (musical jungle) that we'll tape record and play at Achievement Day and give to our local radio station to play.

News story to deliver to our local newspaper editor to try and get free publicity for 4-H



OVERVIEW OF MARKETING

C. WHAT IS MARKETING?

Test your knowledge!

Can you answer any of these questions about marketing?

1. Who invented the first pair of blue jeans?
2. What candy became famous after the movie ET appeared?
3. Name the dolls with funny faces that are best sellers in Canada and the United States? Hint: think of a type of vegetable.
4. Who is the famous person who markets his own popcorn?
5. What do you call an advertisement that appears by roads and highways?
6. What is the name of the first bar of soap that floated?
7. Who is Pepsi Cola's number one competition?
8. Name a game that tests your knowledge of trivia that's very famous?
9. Name a famous stuffed animal. (Hint: There was a movie with the same name)
10. What organization uses the slogan "There's no life like it"

ANSWERS

1. Levi Strauss
2. Reese's Pieces
3. Cabbage Patch dolls
4. Orville Redenbacher
5. Billboards
6. Ivory Soap
7. Coke
8. Trivial Pursuit
9. Care Bears
10. The Army



OVERVIEW OF MARKETING

Marketing

Marketing comes from the word "market" - a place where different products and services are available for people to buy.

Most people think of marketing as "selling" something you have to offer and trying to get the public to accept it. Marketing, however, involves much more than this.

Marketing involves finding out what people need or want and offering it to them.

You may want to market a product (something you can hold in your hand) or a service (something you can do for people).

Competitive Marketing

Many different businesses make the same product or offer the same service. This creates competition between the businesses and, therefore, competitive marketing.

Competitive marketing means doing and saying things to make people want your product or service instead of the competition's.

Look through some magazines and find ads of different companies selling the same product or service. Include these ads in your project book.

Competitive marketing of 4-H

4-H is a service that competes for members and other services such as school clubs, Brownies, Cubs, the YMCA and even shopping malls (since kids sometimes prefer to hang around instead of doing something specific).

What makes 4-H special? What can 4-H offer that makes us stand out from other services? Consider the following and add your own ideas.

* The wide variety of projects from fashion to home

OVERVIEW OF MARKETING

computers to car care

* The opportunity to learn to do by doing (you can learn anything in a 4-H project and you don't have to start out as an expert)

* It's inexpensive

* The opportunity to be part of a club or team and the fun and friendship this offers

* The chance to win scholarships or travel on an exchange program

D. HOW TO MARKET

How 4-H will market

The "Get Growing" project will teach you a number of marketing skills including *advertising *promotions *public relations

Let's start with a definition and sample of each. If you're a little confused, don't worry. By the end of "Get Growing", you'll be a marketing expert.

Advertising

Advertising is an announcement that encourages the public to use or find out more about your product or service.

Usually you have to pay for your advertising by buying print space (such as newspaper ads) or by buying air time (such as on radio and T.V. commercials).

Other examples of advertising include magazine ads, flyers, ad posters and direct mail (material that is mailed or hand delivered to your home).

Promotions

What is a promotion?

A promotion is something extra you give the public in order to get them to use your product or service.

What do you give away in a promotion? Usually, in a promotion you give something away that is free, or you sell it at a discount price. Or, you may give a chance to win a prize.

Some examples of promotions include a free draw for a



OVERVIEW OF MARKETING

prize, a sweepstakes offer, a raffle for a car, scratch a card and win, or a discount coupon.

List some of the promotions companies you know of use:

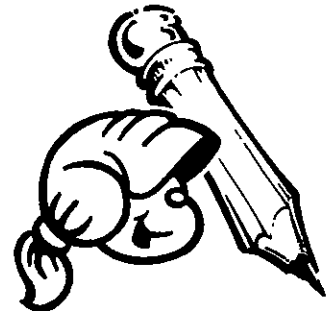
<u>Company</u>	<u>Promotion Offer</u>
ex. Britannia Encyclopedia	Draw for a free set of encyclopedias
_____	_____
_____	_____
_____	_____

Public Relations

Public relations (sometimes referred to simply as PR) and publicity are means of communicating the news of your organization to the public. This is done through the media (newspapers, radio, TV) usually at no media cost to you.

How is this done? Your 4-H club may organize a special event such as an Achievement Day or Awards Nights. By arranging for your local newspaper reporter to come and write a news story about it, or by sending a story about the event to your local radio station you should get free coverage of your event.

Look through your local newspaper for a public relations story about a local event.



E. FOR NEXT MEETING (PROJECT TO DO AT HOME)

1. List the Marketing techniques you learned at this meeting:

1. _____
2. _____
3. _____
4. _____

2. Find two ads that show competitive marketing of the same product and bring them to the next meeting.

3. Cut a "public relations" story out of your local

OVERVIEW OF MARKETING

newspaper and include it in your project book.

4. Think of a catchy line (slogan) about 4-H that invites people to join.

Here's what you need to know about slogans. A slogan is a phrase or line that should be short (under 8 words), simple and interesting. It is used to catch peoples's attention. That's why McDonald's uses the slogan "You deserve a break today" instead of saying "When you need to eat out and you want a good meal and personal attention, come eat at McDonald's".



F. Marketing Idea of Week - "Bring a Friend Day"

Here's an opportunity to begin marketing 4-H right away. Set aside some time to ask a friend (or two or three or four!) to come as a visitor to our Achievement Day. Ask your club leader, if you can bring a visitor to our next Get Growing meeting. In fact, why not choose a 4-H event every month that you can ask a friend to attend with you. It's the first step to getting new members.

MEETING 2

ALL ABOUT ADVERTISING

ALL ABOUT ADVERTISING

A. WHAT IS ADVERTISING?

Advertising is an announcement that encourages the public to use or find out more about your product or service. Usually you have to pay for advertising by buying print space or air time.

There are many "tools" of advertising that helps you get your message across. The following are some of these tools:

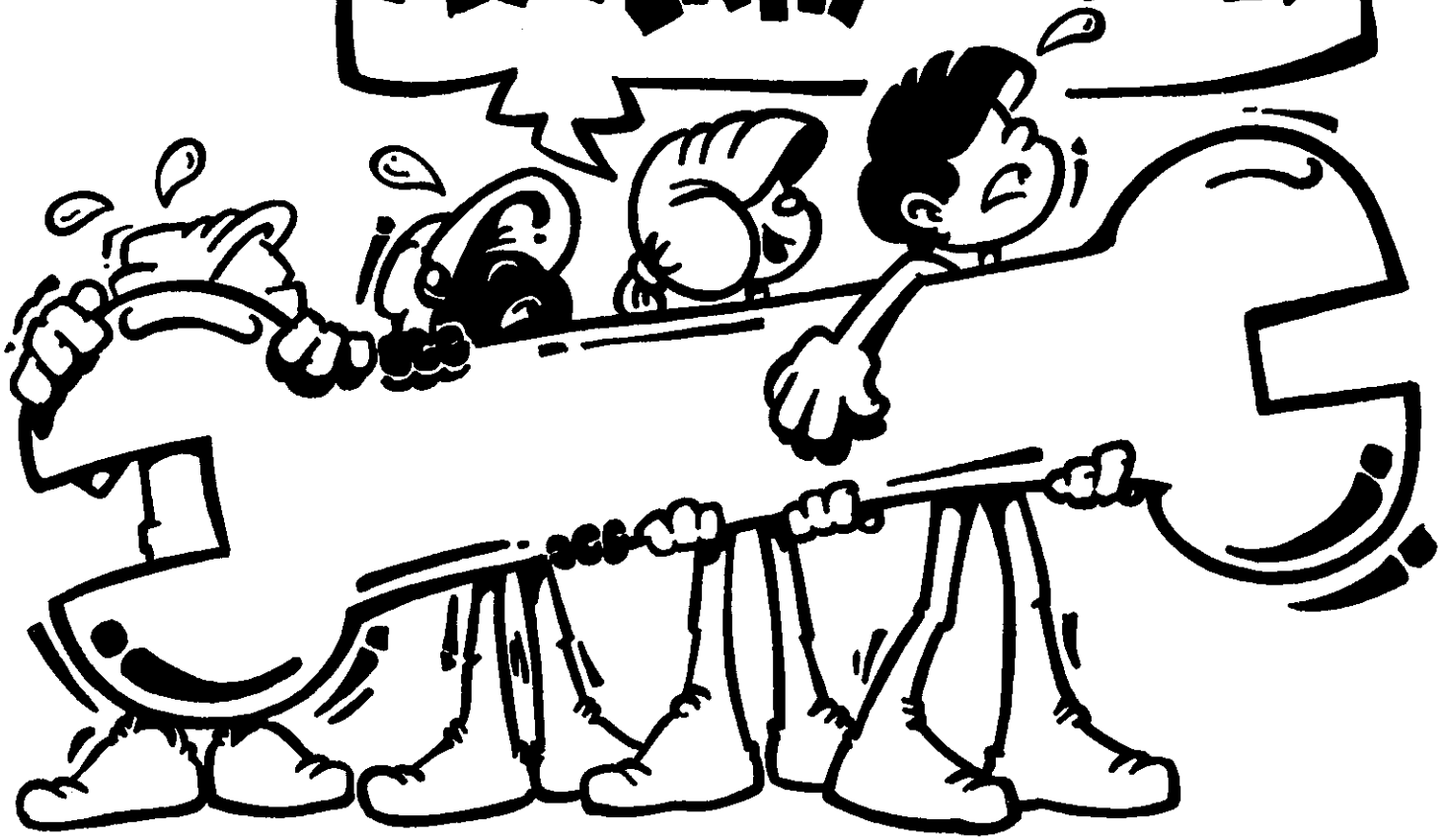
- . magazine ads
- . newspaper ads
- . advertising posters (wall posters, mall posters, bill boards, bus posters)
- . direct mail (mailed or hand delivered to your home or business)
- . radio commercials
- . TV commercials
- . flyers

Advertising Trivia Quiz

You already know a lot about advertising! Here are some famous advertising/marketing slogans. Which company/product service do they represent? What does each advertising slogan mean?

1. You deserve a break today _____
2. Get Cracking _____
3. Where's the beef? _____
4. The choice of a new generation _____
5. You can't pinch an inch _____
6. Tartar fighter _____
7. It's the real thing _____
8. There's no life like it _____
9. The candy with the hole in the middle _____
10. Huggamuggamax _____
11. Snap Krackle Pop _____
12. At _____ you're a somebody.
13. What soup is "Mm Mm good!"? _____

**NOTHING LIKE A
GOOD
ADVERTISING TOOL!**



ALL ABOUT ADVERTISING

Trivia Answers

- | | |
|------------------------|--------------------------|
| 1. McDonald's | 7. Coke |
| 2. Egg Marketing Board | 8. The Army |
| 3. Wendy's | 9. Lifesavers |
| 4. Pepsi Cola | 10. Maxwell House Coffee |
| 5. Kelloggs Special K | 11. Rice Krispies Cereal |
| 6. Crest | 12. Speedy Muffler King |
| | 13. Campbell's Soup |

B. HOW TO ADVERTISE

Now that we know what advertising is, how do we go about advertising?

The most important key to successful advertising is TARGETING.

Targeting means saying the right things to the right people in the right place at the right time.

When Wendy's said "Where's the beef", they were talking to a target group of people who wanted real beef in their hamburgers.

When 4-H says "Join the H-Team", we are talking to a target group of boys, girls and teenagers who want to be part of a club or team and have a special role in helping their community.

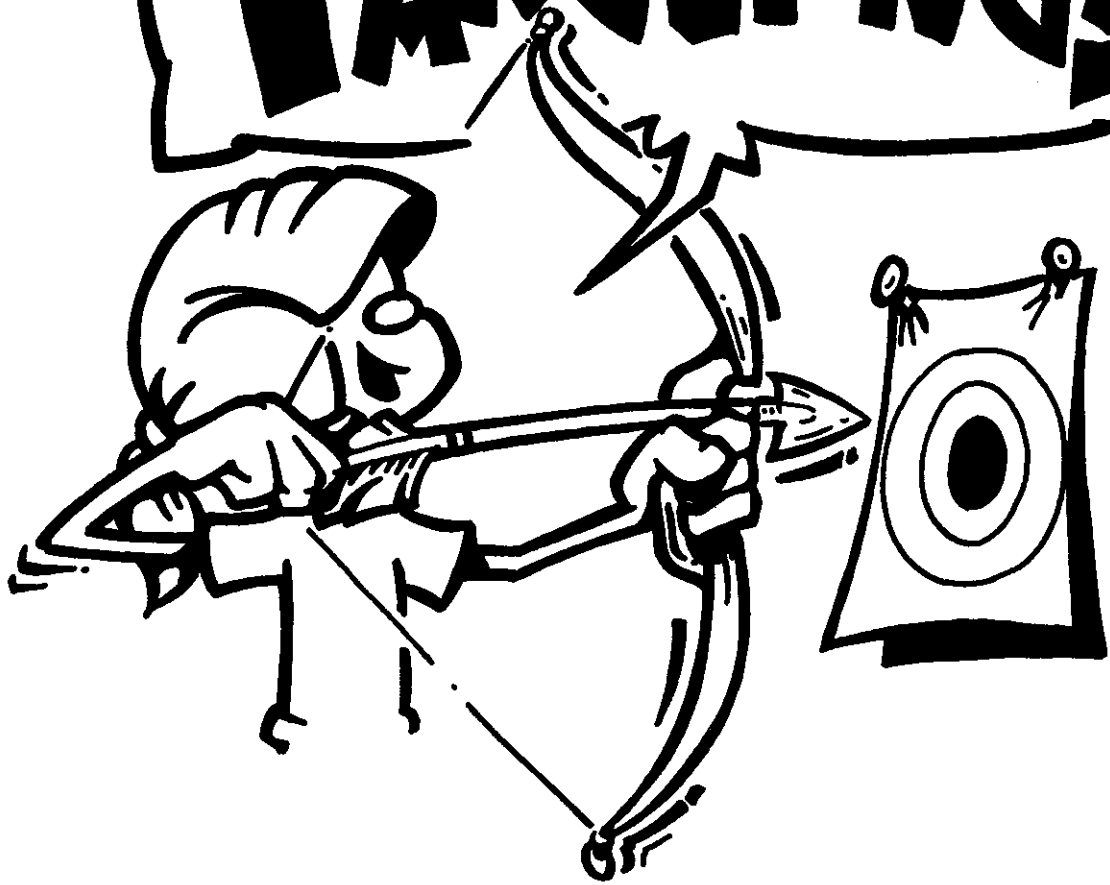
The 5 W's of Targeting

. WHO are you trying to reach?
Are you trying to talk to an audience that's male and female? What ages?

. WHAT can you say about your product or service that's true and will make it stand out from the competition?
Think of 2 or 3 unique things about your product or service that someone would want.

. WHEN are you going to advertise?
When should your advertisement appear so your target group will see it, remember it, and do something about it?

is this
TARGETING?



ALL ABOUT ADVERTISING

. WHERE are you going to advertise?
Always try and place your ad where your target group is most likely to see it.

. WHY are you advertising?
Ask yourself what you're trying to accomplish and make sure what you're saying will help you to do this.

Advertising made easy from A to Z

We are going to look at samples of ads and discuss each of the 5 "W's" to make sure everyone thoroughly understands how to target. By the end of this exercise you'll be ready to start working on your own 4-H ad.

C. ADVERTISING 4-H

One means of advertising 4-H might be making up a flyer to specifically attract new members to 4-H.

Let's target our flyer:

1. WHO do you want to reach?
- identify who you want as members. Boys? Girls?
What ages? _____

2. WHAT can you say to get new members?
- list the special things about 4-H such as the opportunity to participate in a variety of projects, the fun, the friendship and the low cost of membership. _____

3. WHEN to advertise?
- when else could we distribute our flyers? Is there a special time of year when our opportunities are good for increasing membership? _____

„WRONG TARGET AREA!



ALL ABOUT ADVERTISING

4. WHERE to advertise?
- where else can we distribute our flyers where our target groups are likely to see them?
-
5. WHY is 4-H creating an advertising flyer?
- Our number one goal to accomplish is to get new members. Therefore, it's important to doublecheck what we're saying to make sure it will help us attract new members. Make your information clear on how to join. Provide a phone number or address of a 4-H office that people can get in touch with for more information or to join.

Putting Our Copy Together

Let's think up ideas for our flyer and write it as a club. Once it is prepared we will hand it out to everyone who comes to Achievement Day.

The copy (what we plan to write) should be simple, short and persuasive enough to convince people that 4-H is a great club to join.

Also, be sure that the copy is free from spelling and grammatical errors, and that it makes sense.

Before You Begin to Write

Before you begin to write, you'll have to make a few decisions about the set up of the flyer.

Your flyer will probably be photocopied, so the size of paper you will use will be about 8 1/2" by 11".

You can choose to write and design on one side of the page only, on both sides, or on four sides (if you choose to do this fold your paper in half after it's photocopied).

Get a volunteer to go to a photocopying service and ask for paper samples, suitable for a flyer. Bring them to the next meeting.

HERE'S MY...
CATCHY JINGLE!



Meeting 2

ALL ABOUT ADVERTISING

Create a Catchy Title or Heading

Go around the room and discuss the slogans you came up with at home. Choose one of these or think up something different to use on the flyer.

If you want to come up with something different, here are a few tricks for writing catchy headings -

- Make up a fun rhyme about 4-H to use as a heading.
- Make up an interesting riddle about 4-H to use as a headline. Then work out the shortest, most interesting way you can say it.

Welcome To The World of Advertising

Now you are ready to write up your flyer. It may take a little time to get your flyer done, but it will be worth it.

Try to make your message as clear as possible so that your target audience understands and believes in your message and knows what to do to join.

In meeting 5, you will learn how to design and produce your flyer (a final version).



D. FOR NEXT MEETING - (PROJECT FOR HOME) Create a catchy jingle!

Jingles (catchy tunes) are great fun. They make great radio commercials too. Make up a catchy tune (30 seconds or less) about 4-H and what it has to offer new members. To make your jingle even more fun, consider making up a jingle with a *pop beat *reggae beat *rock beat or a *folk beat. Get ready to sing your jingle at the next meeting!

E. MARKETING IDEA OF THE WEEK - LOCAL DJ PLAYS A JINGLE A DAY!

Next meeting, we will choose 1 or 2 commercials to record for Achievement Day. We will also choose a couple of commercials that could be aired as public service announcements (free radio time). Who will volunteer after next week's meeting to contact your local radio station and see if the disc jockey/announcer might be able to play your 4-H jingles on the air? This might lead to an opportunity to visit your local radio station, and record your commercials, with the help of a professional.

MEETING 3

PROMOTIONS

PROMOTIONS

WHAT IS A PROMOTION?

Definition of promotions

A promotion is something extra you give the public in order to get them to try your product or service.

What you give in a promotion is usually something free, or at a discount price or a chance to win a prize.

What you get in return is a stronger response to your product/service from the public. This means the public is more aware of or buy more of what you have to offer than if you just advertised without a promotion.

Promotions can be large or small, cost a lot or a little, and can be anything from a cents-off coupon to a free trip to the Bahamas; a free toy to a free car; a chance to win \$1.00 to a chance to win a one million dollar sweepstakes.

Types of promotions

There are several basic types of promotions. Each type can be used alone or in combination with another type. The basic types are as follows:

1. Free Giveaways (win a free toy inside your cereal box)
2. Coupons (Get 25 cents off your next box of cookies).
3. Scratch n'Win (Scratch the card inside your chocolate bar and you could win a free Sony Walkman).
4. Refund Offer (Get a free bottle of pop when you return this bottle.
5. Gift Certificates (Present this certificate at Thrifty's and put \$15.00 towards a pair of jeans for Christmas).
6. Sweepstakes (Fill out the entry form on the inside of your peanut butter jar and you could win \$50,000).

B. HOW DO PROMOTIONS WORK?

As we do in advertising, it is necessary also to target promotions. Targeting here means choosing the right promotion to reach the right people in the right place at the right time.

Since a promotion is something you give, in order to get people to try your product or service, it is important to choose

PROMOTIONS

an offer that is right for your target group.

For example, if your promotion is aimed at small children, free giveaways such as toys would be a better promotion than a coupon offer of 25 cents off their next purchase.

The 5 W's of Targeting a Promotion

Here are a number of questions to ask yourself whenever you are planning a promotion. Read these questions and then take the promotion quiz that follows to find out how much you already know.

1. WHO are your target groups? Are you trying to reach males, females? Try to determine their ages and interests.
2. WHAT are you going to give them? What type of offer would appeal to your audience? Ask yourself whether your promotion represents the image of your product such as giving away a fun toy in a sugar cereal, or the chance to win a free diamond if you buy a fur coat and enter a draw.
3. WHEN are you going to hold your promotion? Ask yourself if your timing is right. For example, are you offering a giveaway that your target groups still want or are you offering something that was last year's hot item. What about your timing for advertising your promotion. You want to advertise a little bit ahead of your event so that people can find out about it and get interested. Timing is also important because sometimes you can choose a perfect promotion to go with Christmas, summer, or fall when people go back to school.
4. WHERE are you going to advertise your promotion so that people in your target groups will find out about it? In school? In your community centres? In your local newspaper? By handing out flyers on street corners?

PROMOTIONS

5. WHY are you holding a promotion? Always ask yourself this question in order to double check your goals. Make sure you've decided on the correct offer.

Pick A Product/Pick A Promotion

Link up a right product to the right promotion by drawing a line from the left column to the right when you think you know the perfect match.

- | | |
|-----------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. Sunlight Laundry Soap | A. 25 cents off Chicken McNuggets |
| 2. Kellogg's Frosted Flakes | B. Spot Herb and win a free cheeseburger |
| 3. McDonald's | C. Certificate for a free towel in every box |
| 4. Levi's | D. Free toy inside this box |
| 5. Nescafé | E. Scratch 'n Win free prizes including a bean grinder, a year's free coffee or a set of 12 mugs |
| 6. Jello | F. Scratch 'n Win free prizes including 2 free tickets to the Grand Prix or a tape dick for your car |
| 7. Century 21 Homes | G. Enter the Sweepstakes and you could win \$25,000 in cash, a free summer blue jean wardrobe, or two free bus and concert tickets to see Bruce Springsteen |
| 8. Burger King | H. Buy 5 packages and get a free Recipe Book of 25 desserts you can make with this product |
| 9. Local Rock Station | I. Third free caller wins free tickets for a week to go to the movies |



PROMOTIONS

10. Corvette
- J. Purchase a _____ and have a free whirlpool bath installed in your bathroom

Answers - (1,C), (2,D), (3,A), (4,G), (5,E), (6,H), (7,J),
(8,B), (9,I), (10,F)

Pick a Promotion That's For The Right Product

Now that you've matched products to promotions, see if you can determine which product used which slogan to advertise its promotions.

1. Spot Herb and win a free burger
2. Buy a box and we'll throw in the towel free
3. You deserve a break - 25 cents of McNuggets
4. Free inside - Funsational Toys!
5. Get a rock 'n roll station break!
6. Deals on wheels
7. Fill up your cup and fill up on free gifts
8. Your chance to win the blue jean bonanza
9. 25 ideas for getting mellow with Jello
10. Dream giveaway for your dream home

C. PUTTING TOGETHER OUR 4-H PROMOTION

Why do we need a 4-H promotion?

Sometimes it helps to do more than advertise your organization. This is where a promotion can help. For example, offering a promotion at our 4-H Achievement Day can try to accomplish the following:

1. Get a stronger response (turn out) at Achievement Day.
If we offer a promotion that appeals to our 4-H target groups, then more community members will turn out for our Achievement Day.
2. Build Awareness of 4-H.
If we offer a promotion that represents the value and image of belonging to 4-H, more community members will learn about 4-H and become interested in the club.
3. Increase 4-H Membership.
A promotion is an excellent way to increase response. It provides a very good opportunity for 4-H to attract new people who'll consider 4-H membership.

PROMOTIONS

What Can We Do For A Promotion?

What kind of promotion would we like to use at our Achievement Day? We have a number of options from:

1. We can offer a free giveaway to everyone who attends Achievement Day. This giveaway should be fun (to represent 4-H) and fairly small (to keep costs down). We could give away homemade 4-H baked items or if we make a large cake we can write our name and catchy slogan in icing on the top. Or we can give away buttons, banners, t-shirts. What else? _____

2. We can offer (1 or 2) big prizes and hold a raffle or draw. Since our club offers fun, lots of projects and team spirit, we could give away a piece of sports equipment to get across the feeling of joining the 4-H team. Or we could give away a couple of sweatshirts with our name and catchy slogan printed on them. What are your ideas? _____

3. Perhaps you can think of a better promotion idea. _____

Promotion Budget

To offer a promotion we must decide on a budget (how much money we can spend) to cover the costs of:

- a) our offer or prizes
- and b) our promotion poster to inform the public about the Achievement Day and our promotion.

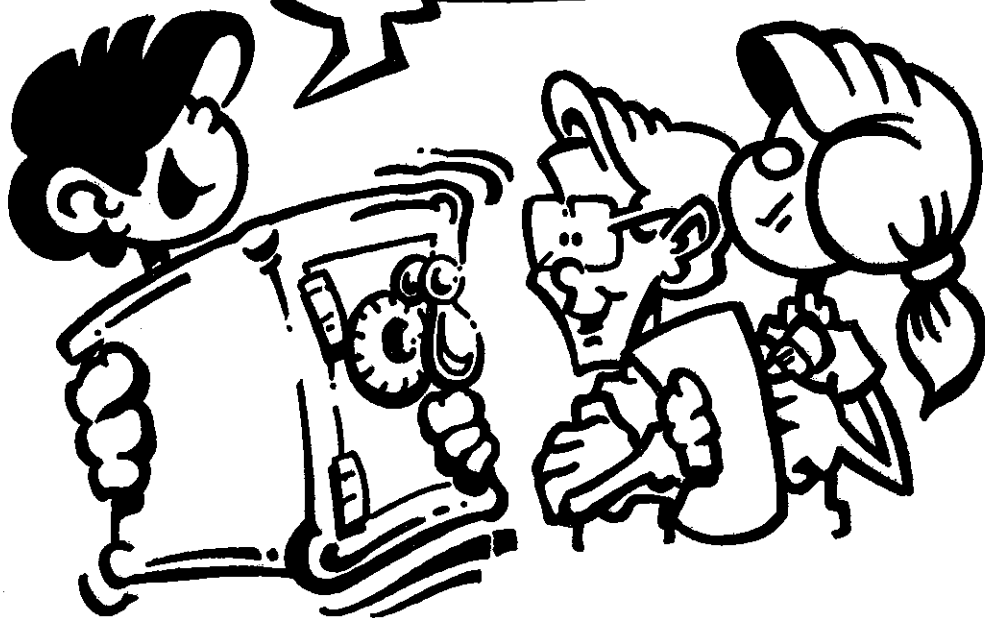
Ways of Covering Costs

1. Club sponsorship - Club members may chose to cover the cost ourselves by contributing \$2 or \$3 each. This total will then cover the cost of the promotion and ad poster.

2. Other sponsorship - The club might decide to ask a 4-H sponsor or new sponsor to help us cover the costs of our promotion.

If the club decides to ask for Other Sponsorship, you will have to decide how much you will ask them to give. If that sponsor already sells a product that is appropriate for our 4-H target group, you may decide to ask if they could contribute it for free.

**Think we can
cover the cost.**



PROMOTIONS

What Do We Give Our Sponsors In Return?

In return for sponsoring your promotion you can offer to include our sponsors' names and logos on all our advertising material and acknowledge their support at Achievement Day.

Let's Decide On Our 4-H Promotion

Now it is time to decide whether we'll offer a small giveaway for everyone or a few big prizes, and whether we'll put together a budget ourselves or get a little help from our sponsors with funds or products.

Remember you can choose anything from buttons, badges, stickers, t-shirts to baked goods, games, free car wash or yard clean-up.

What our promotion will be: _____

Our budget will be: _____

Person in charge of the budget: _____

Don't forget to work out details including when you will hold your Achievement Day promotion (it's better to do it in the middle of your event than at the beginning or the end).

Also, if you are holding a raffle or draw, remember to give a ticket or sheet of paper with a number to everyone. Have your club leader find out if you need a license and make the necessary arrangements.

D. PUTTING TOGETHER OUR ACHIEVEMENT DAY PROMOTION

We are going to put together a promotion poster inviting our community to come to our Get Growing Achievement Day to have fun and a chance to win a free gift. Let's start by making sure our promotion poster is properly targeted.

WHO should come and who are we? (Anyone who's interested in finding out more about 4-H, why we're starting to grow, and the fun we have to offer. We're the club that has it all - fun, friendship, the opportunity to learn a variety of interesting skills and projects, etc.) _____

**GUESS WHAT'S
FREE!**



PROMOTIONS

WHAT should we say? (Come to our Achievement Day. Here's your chance for a free giveaway). _____

WHEN is it? (It will be held on (day of week, date and time). Our giveaway will take place at (approximate time). _____

WHERE will Achievement Day be held? (It will take place at?) _____

WHY come? (For the fun, the opportunity to find out more about a great club!) _____

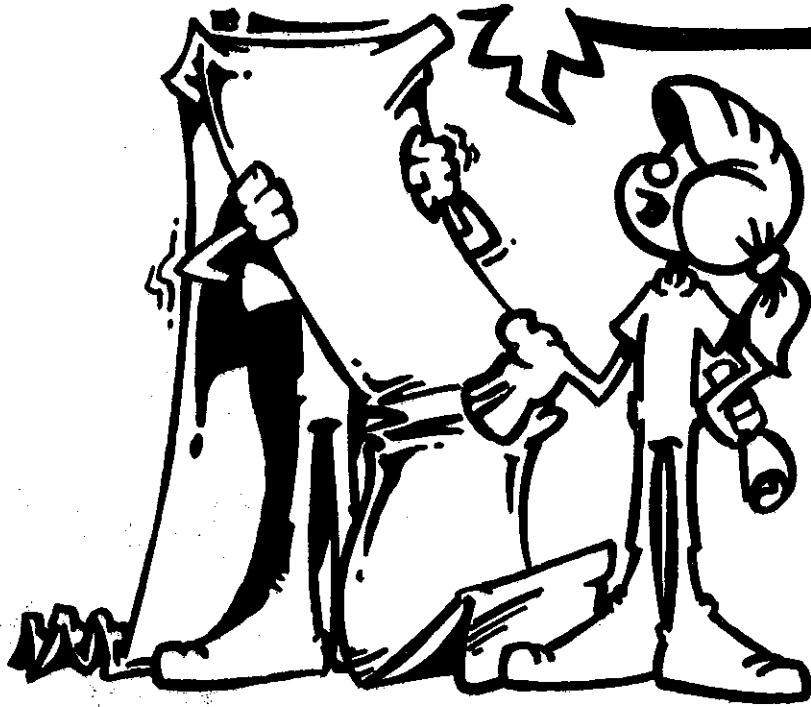
How To Put Together Our Copy

Now that we've answered these questions, we can write our copy. Here are the things you need to know. To write our copy, we have to remember that we want people to notice our poster and understand our message quickly. Our copy should be short and easy to understand. We're going to have it photocopied and should decide how many copies we need. We should plan to put our poster up at schools, libraries, community centres, shopping malls and anywhere else we can think of.

Consider the following. Your poster can be either 8 1/2" wide by 11" long or 11" wide by 14" long (the two most common sizes of paper used for photocopying). All copy will be on one side. Try to include a large catchy heading and only one paragraph or two of copy. Your leader will edit and double check the copy you write today and show you the final version at the next meeting.

1. Choose a catchy heading to highlight your promotion
- . You might be able to use the same heading you used for your advertising flyer and include a second heading about Achievement Day and your promotion
- . For example, if you're giving away a t-shirt or sports equipment, your heading could be - "Your chance to see the

**Yes... it's
A BIT LONG!**



PROMOTIONS

H-Team in action at Achievement Day." Your second heading could announce your promotion such as "Your chance to win a hot prize". What about "The best things in life are free-Your chance at winning a prize at Achievement Day and the chance to join 4-H"?

2. Organize, simplify and write your copy

. Use the answers you've provided on how to target 4-H as the basis for your copy. Your most important information is announcing your 4-H Get Growing Achievement Day and announcing what your promotion offer is.

. After this, you should make it clear who 4-H is, why the community should come out and see what you've done in the Get Growing project and the date, location and time of your event.

3. Let's discuss ideas for illustration

. In Meeting 5, you'll design your promotion poster for Achievement Day. Spend time now and at home thinking about a drawing or photograph that shows what goes on at Achievement Day.



E. FOR NEXT MEETING - PROJECT FOR HOME

What is free publicity?

Write down your thoughts on what you think free publicity means and ways that 4-H can get it. Ask your family and friends for their opinions. You should also think about what a sponsor is and reasons why an organization/business/product/service would sponsor 4-H.



F. MARKETING IDEA OF THE WEEK - CREATE A 4-H CALENDAR FOR AN ANNUAL GIVEAWAY

A 4-H calendar is a wonderful idea for a 4-H promotion that you could use every year. This would be a project that members could work on after this project is over. A calendar will keep your community thinking about 4-H for 365 days of the year. Use 4-H member art or photography for each month. Make sure you include all dates of national/local 4-H events plus any dates that are an important part of 4-H history. These can be distributed to members, volunteers and sponsors at Christmas time for the year to come. Check with your local 4-H office to find out whether you can get some assistance with this project.

MEETING 4

PUBLIC RELATIONS/FREE PUBLICITY
AND SPONSORSHIP

MEETING 4
PUBLIC RELATIONS/FREE PUBLICITY AND SPONSORSHIP

A. WHAT IS PUBLIC RELATIONS/FREE PUBLICITY

Definition of Public Relations (PR)

. Public relations (PR) means free publicity from the media (newspapers, radio and television) by making sure your organization or event is "news".

. PR helps you raise interest in your organization, special events and programs by bringing these things to the attention of the public. It also helps you build awareness about what your sponsors are doing to help you and what you're doing that's good for the community.

What is news?

. News is any information that is of interest to the public. This includes the weather, a holiday, a famous person's wedding, a birthday or death, an election, a hurricane, a new product on the market, a fair, etc.

. News can be either a report of something about to happen or something that has already happened.

. It's important to remember that the media decides what news they can publicize according to the interests of their readers/viewers.

What Makes 4-H Newsworthy?

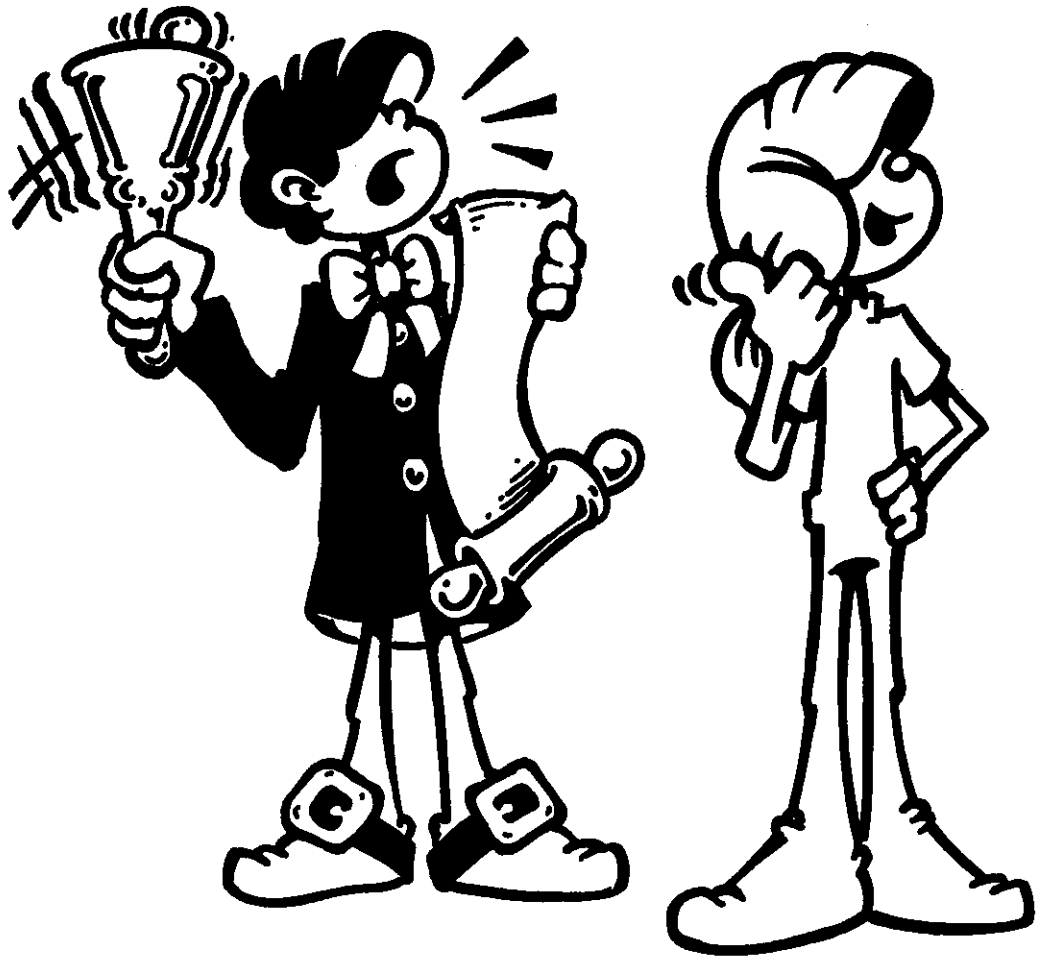
There are many reasons why people might want to read about your 4-H club or the 4-H events you are hosting.

Any of the following ideas (and more) can form the basis for a 4-H news article:

. History - 4-H has an interesting past, present and future. Many newsreaders might be past 4-H members and leaders who wish to keep up with what's happening with 4-H at present, and where it's headed in the future.

. Community involvement - 4-H holds events/activities that are good for the whole community. These include arranging scholarships, bringing in noted speakers, holding community cleanup days, etc.

. Faces behind 4-H - The people who help 4-H are important including the club leaders who donate their time, community



MEETING 4
PUBLIC RELATIONS/FREE PUBLICITY AND SPONSORSHIP

leaders who speak at 4-H events, businesses and organizations who help sponsor 4-H, and the members who are all helping 4-H to get growing.

. Projects and activities - Your community is interested in the skills 4-H'ers are learning and how you can put these to good use.

How does PR/publicity pay off for organizations?

. A big PR payoff for any organization is the fact that it's FREE! You can accomplish a lot through advertising, but you have to pay for every ad you do, and that can get quite expensive ... especially for groups such as 4-H who are not trying to make money.

. When the media publishes your "news", it has a lot of meaning and credibility to the public. What you are doing is worthy enough for the media to want to report it to their readers and listeners.

. Another payoff is that the more PR/publicity your organization gets, the more interest and involvement you'll get from the public. This will contribute to a good community image and the opportunity to set yourself apart from the competition.

Public relations tools and techniques

Getting free publicity shouldn't be too difficult considering that newspapers, radio and television are always on the lookout for news. It all depends on getting your news to the proper media and making sure that your news is of interest to their audience. In order to accomplish this, it's important that you understand the tools and techniques of public relations to get your best results.

Let's go over the tools of PR

. News Release

Generally, a news release is one page of typed information that you would hand deliver, or mail and address to a specific person (media contact) at a newspaper, radio or television station. The information you would include would be simple, short and easy to understand - just a few facts for the media to determine whether your information is news they wish to follow up on. If they do, they'll contact you. Always include a name and phone number of someone from your organization who can provide information at any given time.

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PUBLIC RELATIONS/FREE PUBLICITY AND SPONSORSHIP

. Photos

These are an excellent PR tool because sometime there isn't room for a news story in your paper but there is space for a photo and a cutline (brief information about your organization). You can either invite the media to come and take a photo, or if they are unable to attend, get someone from 4-H who is a competent photographer to take pictures. You would then write a brief line or two about your event and hand deliver or mail this to your local newspaper. Always phone and find out whether your newspaper wants a black and white or colour photograph.

. Telephone

The phone is a vital public relations/publicity tool. Use it to find out who you should be sending your news release to at your local newspaper or radio station. Also use it to follow through after you've sent your news release to confirm whether anyone from the media can attend. In fact, you can use the phone throughout the year to keep in touch with your local newspaper editor or radio announcer to find out what kind of 4-H news or information would be interesting to their audience.

Public Relations Techniques

Let's go over some of the public relations techniques that are important to use to get your club or event "in the news".

1. Establish media contacts ...

This is accomplished by getting to know the type of news that is of interest to the media in your community and who to give this information to. This might simply be a matter of phoning your local newspaper, and explaining the nature of your event (briefly) and asking the name and correct spelling of the person you should address your news release to. Often it will be your local news editor.

2. Establish a contact person for your organization ...

If the media are interested in your news, they will want to know more. Include the name and phone number of a person from your organization who can provide all the facts and can be reached at any time. It helps to provide a business and a home phone number in your release and to clearly indicate which is which!

3. Write a thorough news release ...

Your news release should answer the following questions - Who? What? When? Where? and Why?

4. Honesty ...



MEETING 4
PUBLIC RELATIONS/FREE PUBLICITY AND SPONSORSHIP

Always be honest with yourself and with your media contacts. If you don't think your event is really newsworthy, don't bother the media. Only give them the facts - don't exaggerate and mention something that you only "think" will happen. remember to give credit where it's due. For example, if one of your sponsors provides money or support, be sure to mention this in your news release and when you speak to your contact.

5. Always follow through ...

Make sure you contact the media a few days before your event to confirm whether they will attend and to make sure they received your news release. If you've invited them to take photos, phone to find out if they are coming and describe your location and the best time for picture taking. Also, always thank the media - by phoning or writing a letter or a letter to the editor for any publicity they give you. The more thorough you are, the more the media will appreciate you. The media will remember your cooperation the next time you are seeking coverage.

Remember to -

1. Write "FOR IMMEDIATE RELEASE" at the top of your news release. This means the media can print or air your news immediately or you could write "For release July 7th" or whatever date you want media to publicize your news.
2. Include the name and phone number of your organization's contact.
3. Mention at the bottom of your news release whether photo opportunities are available.

Public Relations/Free Publicity For 4-H

What can public relations do for 4-H? Public Relations or free publicity will help accomplish some of your Get Growing goals over time. It is important to realize that public relations, just like advertising, takes time to get people interested or aware of what you do. Therefore, it is something that you have to keep doing.

PR can help us accomplish some of the following "Get Growing" goals:

1. Hold a 4-H community clean up to show we care about our community.
2. Organize a fun fair for several 4-H clubs and arrange for

MEETING 4
PUBLIC RELATIONS/FREE PUBLICITY AND SPONSORSHIP

promotion giveaways that represent our clubs - ie. baked goods, fashion advice, woodworking items, car maintenance tip sheet.

3. Publicize all 4-H clubs in your area and arrange for your local newspaper to write a different news story each week or month on what each club offers.

4. _____

5. _____

Writing A 4-H News Release

We are going to write a news release to our local newspaper inviting them to attend our Achievement Day.

Our release will be one page, typed (if possible) and about one or two paragraphs long. We will arrange to mail our release after the next meeting.

Be sure to have someone (like your club leader) check for spelling and grammatical errors.

You will also need a volunteer to phone your paper this week to find out who the right media contact is, so you can send it to the right person.

How To Write Our 4-H News Release

A good news release is short and simple and gives the media the facts they need to know. Let's follow the formula here, in order to write it.

1. Write "FOR IMMEDIATE RELEASE" at the top or the date you want your news to be publicized.

2. Write down the date. This should be the date that we actually type and send our release.

3. Our first paragraph should answer the questions Who, What, Where and When. For example, we could say, "On Tuesday, March 1, 4-H, a non-profit organization for boys and girls, will hold a Get Growing Achievement Day at the Community Centre from 3:00 pm until 5:00 pm. All community members are invited to come and enjoy a wide variety of projects, games and refreshments."



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PUBLIC RELATIONS/FREE PUBLICITY AND SPONSORSHIP

4. Paragraph 2 should include a little more information about what will happen and why it's newsworthy. We could write something such as "This Achievement Day is important to 4-H because it is a part of the club's effort to "get growing" by getting new members, club leaders and sponsors. The members of this project will demonstrate the marketing skills they've learned. It should be a lot of fun and there will be a free promotion giveaway of (name/describe items). The media are welcome to attend. RSVP."
5. We should remember to include someone's name and phone number from our club and write "For more information, contact (name, phone number)".
6. If we are in a location that would be convenient for photos, we should write at the bottom "Photo opportunities are available".
7. Remember to include the name of our media contact and the newspaper's address on the envelope.

Follow this formula to help you write your news release. Remember, to make sure you've answered all 5 "W's". It's fun isn't it? If it seems a little difficult to write your first release, don't worry. a few small "growing pains" are a sure sign that 4-H is on the grow!

D. SPONSORSHIP

What is Sponsorship?

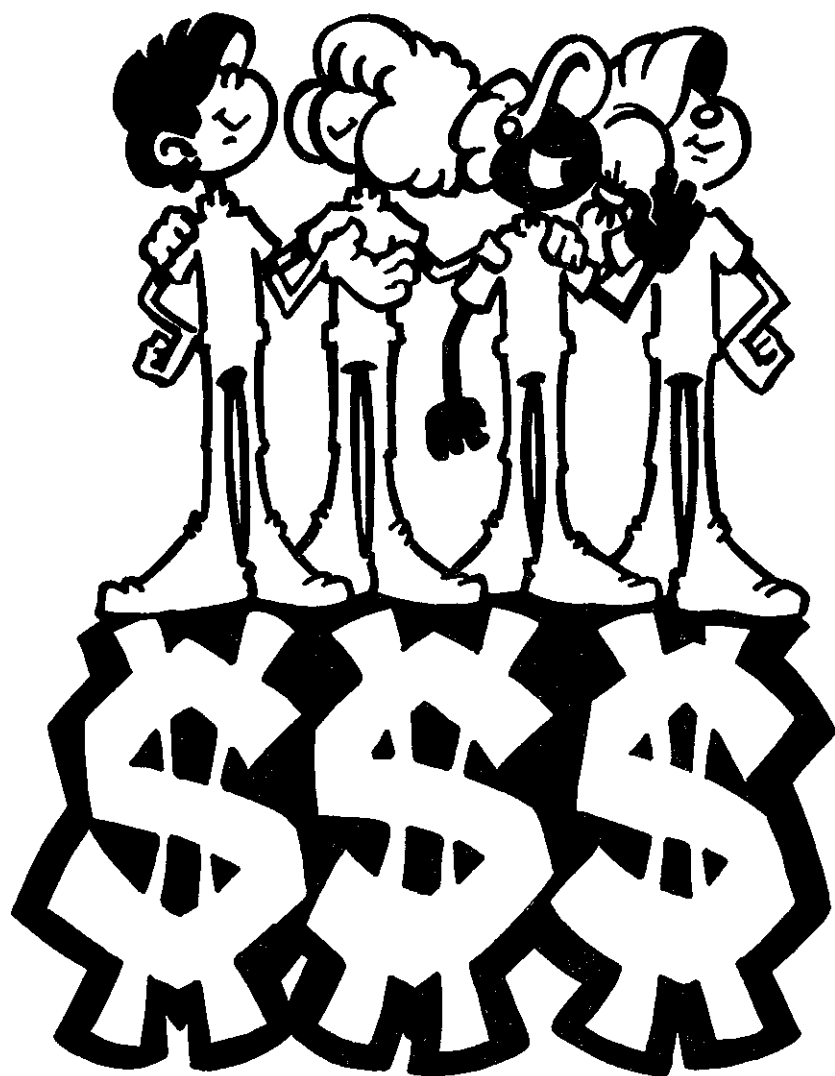
Let's start by discussing some of the ideas you came up with at home about what a sponsor is and why 4-H needs sponsors.

SPONSORSHIP means giving money and support to another organization that needs assistance.

Sponsorship also involves the principle of "giving in order to get" for both the sponsor (company/business/etc.) and the organization that benefits.

Who Are 4-H Sponsors?

4-H has sponsors right across Canada and in your own community. Discuss with your club leader who your national and local 4-H sponsors are and anyone you feel might be interested in providing money or help to 4-H.



MEETING 4
PUBLIC RELATIONS/FREE PUBLICITY AND SPONSORSHIP

The "give to get" Principle of Sponsorship

At some point, you may wish to approach existing local sponsors or new local sponsors to provide money and help for 4-H. It's important that you understand that 4-H should give sponsors something in order to get money.

What does 4-H give to Sponsors?

1. The opportunity for greater community recognition. People tend to look at a business or organization more favorably if it does good things for the community. Sponsors help their community by supporting 4-H so that 4-H can continue to provide the opportunity to participate in projects and learn new skills for free. It's important to let sponsors know that we acknowledge their support by including their name, logos and information about their involvement on our ad material and news releases.

2. The opportunity to target their products/services to 4-H target groups. We've already discussed how important it is for 4-H to reach the right people. This goes for sponsors who run businesses and organizations of their own too. They need to reach people in their own community. Each time we hold an Achievement Day or event and point out our sponsors' involvement, our community becomes more aware of what our sponsors have to offer.

What does 4-H get from Sponsors?

4-H gets funds and other support from sponsors that help us keep on growing. For example, sponsors' funds help us start new clubs, maintain existing clubs, provide us with free advertising, and enable us to provide new facilities, scholarships and exchange programs. Our sponsors' support provides 4-H with the use of facilities, resources, people and important speakers.



E. FOR NEXT MEETING - PROJECT FOR HOME

Putting it all together

Our next meeting is about designing and producing our material. Before the next meeting read through meeting 5 in your project book and start thinking about design ideas (remember to keep your ideas simple) for:

. Our 4-H flyer to recruit new members

MEETING 4
PUBLIC RELATIONS/FREE PUBLICITY AND SPONSORSHIP

. Our 4-H promotion poster to announce Achievement Day and our promotion.

Also bring along your radio jingles from meeting 2 so we can record them.



F. MARKETING IDEA OF THE WEEK

Grow with 4-H. Pass it on!

Every 4-H member can create PR/free publicity for your club. Here are some ideas:

Talk to a leader

Each member can arrange to talk to a different 4-H project leader and pass on the good news about marketing. Suggest that the leader help to market his/her own project by contacting the local radio station and offering 10 minutes of 4-H tips for whatever course they teach (Baking, Car Care, How to Grow a Garden, Farming tips, Tips on Running a Personal Computer, etc.)

Talk to a member

Each member can arrange to talk to another member of a 4-H project and pass on the good news about how much fun the 4-H Get Growing project is.

Talk to a sponsor

Arrange to talk to any local business people or friends of the family who might be interested in sponsoring 4-H. Anyone interested in sponsoring 4-H should contact the local 4-H office for more information.

MEETING 5

PUTTING IT ALL TOGETHER
FROM COPY TO DESIGN TO PRODUCTION

Now that we've had the chance to find out more about the marketing strategies of advertising, promotions, public relations and free publicity, it's time to put our skills into action.

A. PRODUCING OUR RADIO COMMERCIALS

If you haven't already done it, let's listen to, and choose the 4-H commercials we want to record for Achievement Day. Try to pick a few different ones that take different approaches, through the message and music, to attract new members.

Generally a 30 second commercial should be timed accurately, but if you're a few seconds over or under, don't worry about it.

Rehearse your commercials and once you feel you're ready everyone records their commercial on tape.

Listen to everyone's commercials on tape and choose one or two commercials to air (if possible) on our local radio station as a public service announcement.

Public Service Announcements

A public service announcement is generally made for free by a radio station if they have air time available. This is a service provided to small organizations with little money, or to non-profit organizations such as 4-H.

Rehearse and record the one or two chosen commercials on a separate tape. It's important to make our recording as clear as possible. The local radio station may help us record and put together a tape after this.

A club member should volunteer to make arrangements to mail or personally deliver our tape. A brief letter should also be written to accompany the tape, explaining the "Get Growing" project and how we are trying to recruit new 4-H members. This letter should also thank the local announcer or DJ for any support they can provide.

B. PUTTING TOGETHER OUR 4-H PRINT MATERIAL

Read through this section carefully and discuss the information about copy, design and production. This will help you to put together your 4-H flyer for members and your promotion poster for Achievement Day. If you've already designed your ad material, it's still important to read this information and make sure you understand the design and production process. These tips will help you create advertising for 4-H after this project is over.

What you should know about copy



MEETING 5
PUTTING IT ALL TOGETHER - FROM COPY DESIGN TO PRODUCTION

. You have already written your copy and know it is important to keep your copy simple and easy to understand at all times. This will ensure that your reading audience has enough time to absorb your information and remember it.

. In fact, before you even start writing copy, you should consider the size and shape of your ad material. This will help you determine how much space you have for your copy. For example, our member flyer will be about 8 1/2" x 12" and after it is photocopied we will fold it in half. This means we will have four 4 1/4" x 5 1/2" panels to write on. Our promotion poster will be approximately 11" x 14" (or whatever size we have decided upon) and will not be folded. Copy will be on one side.

. Here's something else to consider. The purpose of a heading or a subheading is to catch attention and to get a message across quickly. Sometimes headings and subheadings sum up in a nutshell everything that we are writing about. Let's double check our headings and subheadings to make sure they make sense. So far so good!

What you should know about design

. Let's confirm the size, width and length of our 4-H flyer and advertising poster one more time to make sure everyone is clear.

. This information is important because the size, the number of folds, and the way our material is folded affects the way we will design and produce our material. For example, we probably don't want our copy or illustration to run right over a fold or run off the page because it would be difficult to read.

. We also need to decide which information is most important and reflect this in our design. For example, our heading is important and should be large enough to read quickly and should be larger than our body copy. Our subheadings should be smaller than our heading but larger than the rest of the copy. We should also include a drawing of our 4-H emblem (our logo) for both our flyer and poster.

. The size of the rest of our copy should be large enough to read comfortably. We don't want it to be so small that we need a magnifying glass!

. What about colour? Since our ad poster and flyer are being photocopied, they will be reproduced in black and white (unless we can find and afford a photocopy service that copies in colour!) If so, we will need lots of volunteers with lots of free time!

**DID THE HEADING
CATCH YOUR
ATTENTION?**



MEETING 5
PUTTING IT ALL TOGETHER - FROM COPY DESIGN TO PRODUCTION

The drawing board - where it all comes together

Let's briefly discuss some ideas for the design of our flyer and promotion poster. We are going to finish designing these materials in this meeting. Here are some ideas to consider -

- Include our 4-H emblem
- Draw a simple, line illustration of 4-H members in action at Achievement Day
- Draw an illustration that builds on our theme (for example if our theme mentions that 4-H is "hot", our illustrations should make you think of things that are "hot". Or, if we call ourselves a "team", our illustration could be a simple rendering of a team of 4-H members
- Let's decide on an idea for both pieces and have one member volunteer to design our flyer and one member volunteer to design our promotion poster
- Now, while our artists are working, the rest of us will organize and make final arrangements for Achievement Day

Tips for putting it all together -
From copy to design to production

Now that you are well on your way to becoming marketing experts, here is a useful summary of the stages involved in putting your ad material together.

1. Target your material. Before you start writing or designing your material, always ask yourself the 5 "W's" of targeting (see Meeting 2 and 3) to make sure your advertising is on track.
2. Determine the size and shape of the job. Ask yourself what the size, width and length of your material will be. Are there any folds? Where?
3. Write your copy. This includes writing a catchy heading and subheadings. Read through your copy and make sure you've included all necessary information. Does it make sense?
4. Choose your illustration(s). Make sure it relates to your theme, and decide if you're going to use simple drawings or clear black and white photographs.
5. Proceed to design layout. This is where you go to the drawing board for the first time and make sure that your design works by drawing a layout of your headings; copy and illustration. Does your copy fit? Does your illustration make sense?



MEETING 5
PUTTING IT ALL TOGETHER - FROM COPY DESIGN TO PRODUCTION

6. Call several printers and get the best price. This stage is necessary if your material will be printed, instead of photocopied. Tell the printer the quantity of ad material you need, how many colours are involved and how much money you have to spend (approximately). Go for the best price and the best quality. Printers can give you all sorts of advice on paper stock and colour.

7. Get your material approved. Make sure at both the copy stage and the layout stage that your material is approved by the necessary 4-H people and sponsors. Contact your local 4-H office and explain what you're doing.

8. Proceed to a final mockup. At this stage you are putting your final version together of artwork, headings and copy. This should be so perfect that it's ready to be photocopied or printed.

9. Get printed samples and evaluate your efforts. This can help you to do an even better job next time around!

C. ORGANIZING THE MARKETING OF OUR ACHIEVEMENT DAY

There is a lot of organizing involved in putting our Achievement Day together. Therefore, it is very important that we assign tasks to be completed and reconfirm times, dates and numbers before the day arrives. Let's get some volunteers:

Get Growing Achievement Day

Time: _____
Date: _____
Place: _____

Turnout Estimation: _____

What kind of turnout do we anticipate for this event? What is the number of family members and friends attending? Everyone should plan to ask a few friends and acquaintances to help our get Growing efforts.

We will need a large sign announcing we're a Get Growing 4-H Club. It should be on bristol board large enough to be read from a distance.

Volunteer: _____

News Release: _____

Someone will have to type or neatly write out our news



MEETING 5
PUTTING IT ALL TOGETHER - FROM COPY DESIGN TO PRODUCTION

release and envelope. Get the name and correct spelling of the media contact from the member who researched this. Follow the news release format from meeting 4 and mail this off so you'll get media coverage.

Promotion: _____
Someone will need to design a sign announcing our promotion offer.

Radio Commercial: _____
We need someone to deliver your taped radio commercial and write a letter of thanks to your local radio station.

Project Introduction: _____
We need a volunteer to stand up at Achievement Day to introduce our "Get Growing" project. All you have to do is speak for one minute and explain why we are marketing our club and how we hope to "get growing" by getting new members, club leaders and sponsors. Just use your own words and keep it simple.

Poster Flyer Explanation: _____
A volunteer is also needed to speak for one minute about how we put together our poster and flyer. In your own words, you simply explain how we chose what we wanted to say and how we worked as a group to put it together. Make sure you hand out the flyer after you speak.

Radio Commercial Demonstration: _____
Someone is needed to introduce commercials (1 minute) by explaining they are jingles that we chose tunes and words for. After your speech, play the commercials. (Don't forget to bring a tape recorder).

Promotion Raffle: _____
Someone will need to be in charge of supervising and carrying out our promotion raffle or draw at Achievement Day.

Media Host: _____
We need a host for any media who attend. This means introducing yourself and answering any questions.

Copying: _____
Who will volunteer to have our ad poster and flyer copied. This will need to be done by the next meeting. Be sure to confirm the quantities the club desires to be printed.

Achievement Day Chairman: _____
This person will be in charge of being sure all activities

MEETING 5
PUTTING IT ALL TOGETHER - FROM COPY DESIGN TO PRODUCTION

for the Achievement Day are set to go, and making sure the Achievement Day runs smoothly. (Perhaps your leader would be a good choice).

MEETING 6

TIME TO GET GROWING

TIME TO GET GROWING

A. FINISHING TOUCHES

This is your last opportunity to meet formally as a club. Therefore this is an opportunity to discuss and finalize all the plans for Achievement Day.

Is everyone who volunteered for jobs in Meeting 5 set to go?

Take a look at your printed 4-H flyer and poster samples and evaluate.

Take some time and rehearse your presentations to be sure things will run smoothly.

B. EVALUATE THE GET GROWING PROJECT

Your club leader will distribute a questionnaire for each Get Growing member to fill out. Your opinion matters so please provide any suggestions you may have to make this project better. Would you be interested in a Level 2 course? What kind of projects would be interesting to you?

C. 10 MORE WAYS TO GET GROWING

The end of this "Get Growing" project doesn't mean the end of trying to get new 4-H club members or the end of marketing 4-H. Here are a number marketing projects you can get involved in after these meetings are over.

1. Get Growing suggestion box

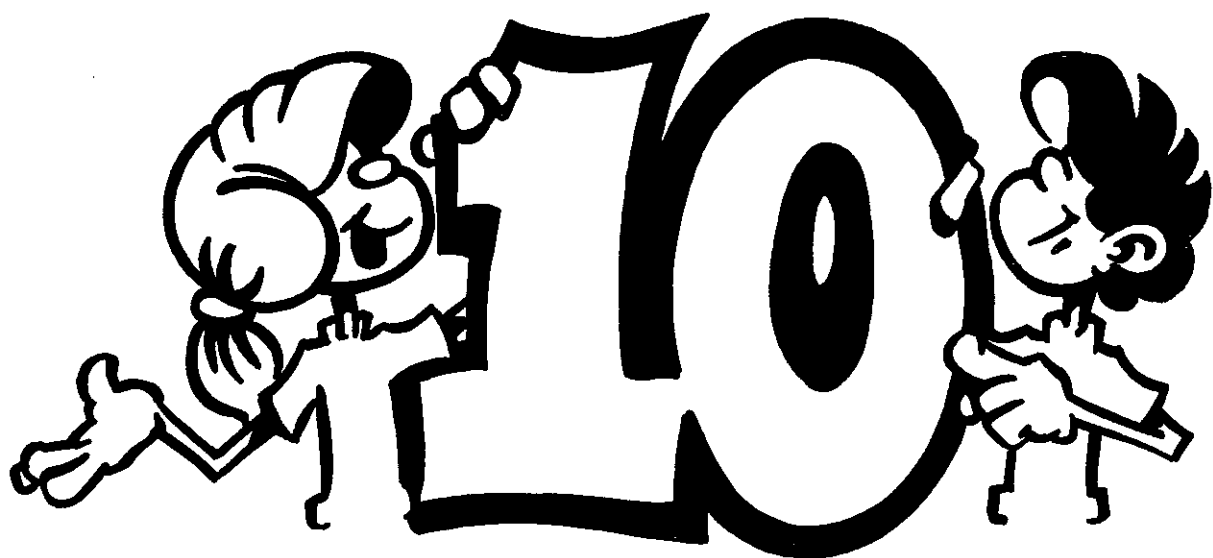
Start a Suggestion Box in your local 4-H office. Anyone is welcome to contribute ideas for ad material, free publicity, promotions or any other ways you can think of to get growing.

2. Get Growing scrapbook

Start a scrapbook at your local 4-H office. Each time you create ad material, write a news release, or get free publicity, include it in your scrapbook. This will help you keep track of your "get growing" efforts.

3. Create a sponsor flyer

Develop copy and design for a flyer and arrange to run off copies. Then hand it out to local stores and businesses and to any business people you are familiar with.



TIME TO GET GROWING

4. Create a flyer for club leaders

Create a flyer to attract new club leaders and distribute it to schools, libraries, community centers and anywhere else you can think of.

5. Time to Get Growing - Pass It On

You can help 4-H to get growing by spreading the word about how much fun 4-H is to other members and non-members. Word of mouth is still one of the best advertising vehicles around!

6. Be your own 4-H public spokesperson

Arrange to pass on the good word about 4-H by contacting club leaders and asking if you can spend five minutes at the beginning of a meeting explaining what the Get Growing program is all about and why the club needs new members to help market.

7. Develop your own public relations/free publicity

Spend some time with other members thinking up news ideas about 4-H that would interest either your local newspaper or radio station. One suggestion is to invite the media to write a brief feature article on a different 4-H club a month and what each club has to offer.

8. Put together an audiovisual

Arrange a fast paced slide presentation, using up-tempo music, to attract new members, club leaders and sponsors.

9. 4-H Trivial Pursuit

Get together with 4-H members and write down questions and answers about 4-H on cards. Then arrange an evening to get together and play 4-H Trivial Pursuit. Perhaps you could advertise this event and arrange for a promotion (Prizes) to give away to the winners.

10. Think up your own 4-H Get Growing ideas

We know you've got the imagination and ambition to come up with your own ideas to help 4-H grow. Now is the time to start. Good luck. Thanks for taking this course and have lots of fun while you get growing!

**WHAT
BEGAN IN
1913?**





• RECORD BOOK •



**WELCOME TO
YOUR RECORD
BOOK**



This is your record book

Welcome to the 4-H Marketing program! Please use this book to record all 4-H "Get Growing" projects. On Achievement Day, you will display your Record book so others can see how much you've accomplished and how you're helping 4-H to get new members.

To help you get more organized, here are a few suggestions

- * Start your record book as soon as your 4-H year begins. It's easier to keep it up to date this way
- * Keep your Record Book and 4-H Manual in a 3-ring binder to prevent them from getting worn or dirty. (3 ring holes have already been punched for you)
- * Add any newspaper clippings about 4-H or about Marketing to your record book
- * Glue a large envelope to the inside of the back cover to hold loose papers and any ads or flyers you create

Have fun making your record book a great success!

NAME _____

ADDRESS _____

AGE _____ NUMBER OF YEARS IN 4-H CLUB WORK _____

CLUB _____

GENERAL LEADER _____

PROJECT LEADER _____

WHICH PROJECT ARE YOU TAKING? _____

MEMBERS IN THE PROJECT:

WHAT DO YOU HOPE TO LEARN IN THIS PROJECT? _____

RECORD OF PROJECT MEETINGS

INCLUDE THE FOLLOWING

Project Meeting Date	Write The Definition of the Marketing Techniques You Learned at Each Meeting	Write Down What You Should Do Before Next Meeting
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ACHIEVEMENT DAY

This is an important day for 4-H'ers because it's your opportunity to market your club and to get new members and sponsors.

What marketing tools are you creating to make people of Achievement Day? Where will people see your message?

Describe what you are doing to make "news" about 4-H Achievement Day. List the media (newspaper/radio) that you think might be interested in your message.

In order to market your club, you need a message that makes people aware of why 4-H is different than other clubs and worth joining. In your own words list the benefits (advantages) that 4-H offers to anyone who wants to join.

YOUR COMMENTS ARE IMPORTANT

What did you enjoy doing most in the Marketing program?

What would you like to learn about Marketing next year that would help you to market 4-H?

YOUR PAGE

Include what you want to here. It could be your favorite 4-H ad flyer or news release. You can include another marketing sample on the back of this page too._