

A Guide for Leaders & Youth Leaders

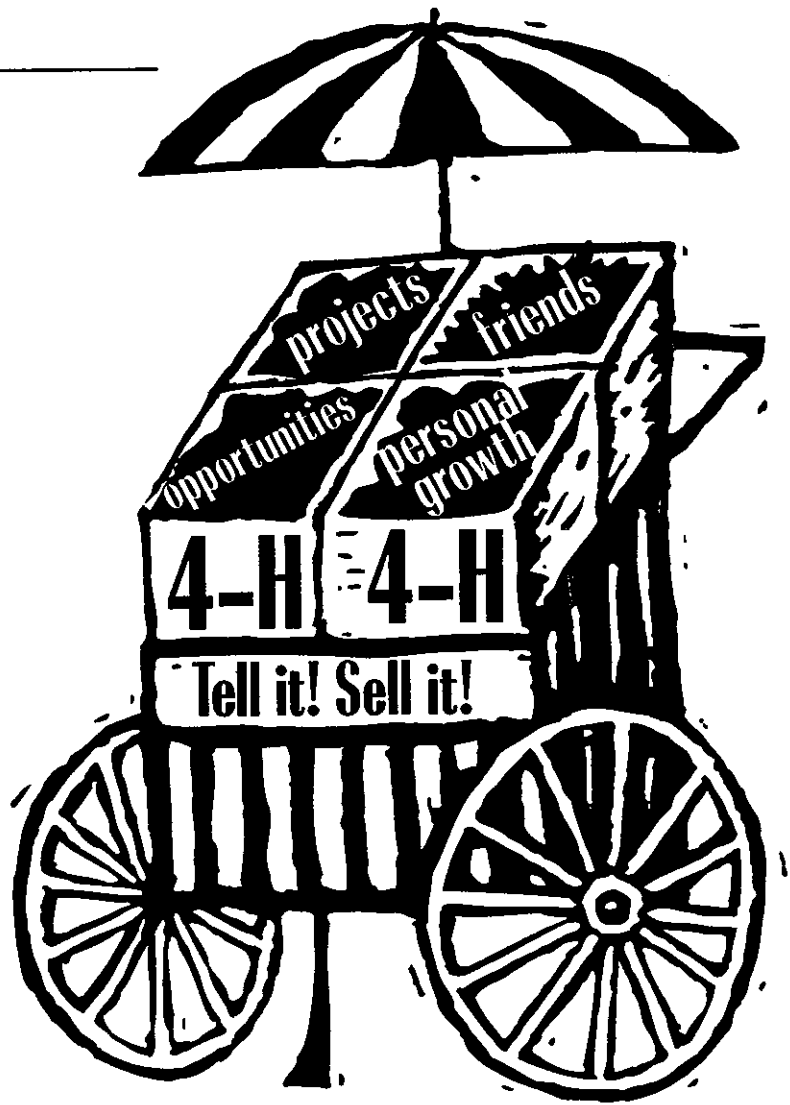
Marketing

4-H



Name _____

Club _____



Ontario 4-H Council



A Guide for Leaders & Youth Leaders

Marketing

4-H



The Ontario 4-H program provides opportunities for the personal development of youth.

The 4-H 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."

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 **KIDS HELP PHONE**
JEUNESSE, PÉCOUTE
1-800-668-6868

Marketing

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Learn To Do By Doing

Be a 'Green' 4-H Club!

The 4-H program uses a lot of paper. Please help us to reduce our costs, and save a few trees, by remembering these tips:

- Only 4-H members (ages 10-21) and screened volunteers should receive 4-H resources
- If your club plans to do this project again, keep the resource materials so you don't need to re-order
- If your club has extra resources, please return them promptly to the Ontario Ministry of Agriculture, Food and Rural Affairs office so they can be used by someone else.

Welcome to 4-H

Volunteers

It has often been said that volunteer 4-H leaders are a blend of friend, teacher and parent. What a big order to fill! But you will discover that you have many talents as a 4-H leader. Having an interest in young people and their development, and being willing to take up the challenge of 4-H leadership, are the first steps to success.

This project focuses on marketing and promotion in general and the 4-H program specifically. However, the development of members as individuals is your real goal. You will get to know, very well, the club members and where their interests lie. Use this knowledge, your own expertise and your imagination to help members plan a fun, interesting and challenging club program. And enjoy being a 4-H Leader!

Marketing

Objectives

- To introduce members to the skills and knowledge necessary to promote the 4-H program.
- To reinforce the goals and objectives of the 4-H program. These goals and objectives will serve as parameters for all marketing activities.
- To provide creative direction in the establishment of a Youth Corps to develop and fulfill the marketing goals of the 4-H program. This objective will address the key stages in the development of the infrastructure for a Youth Corps program. Member motivation, club and community continuity and the ethics of marketing will be stressed throughout.

4-H Youth Corps

The Marketing project intends to spark an interest in establishing a 4-H Youth Corps, and to develop some of the necessary infrastructure for an ongoing Youth Corps program. The Youth Corps would focus on marketing the 4-H program, fund-raising and public relations.

Clubs will be asked to investigate the possibilities for launching this type of program in their local areas. As well, clubs will be asked to create strong links with other clubs, both within and outside of their immediate communities. This will create a unified vision for the program and will provide opportunities for the co-operation of all involved.

Project at a Glance

- Meeting 1:** Marketing Mix — introduction of members and the project; to learn basic marketing principles; marketing and 4-H
- Meeting 2:** Marketing Review — the non-profit aspects of marketing; a Marketing Review of 4-H; Achievement Program Activity selection
- Meeting 3:** Marketing Plan — employment opportunities in marketing; goals, objectives and strategies of 4-H program; Achievement Program Marketing Plan
- Meeting 4:** Market Research — Market Research methods; Focus Group techniques; 4-H Program Market Research
- Meeting 5:** Public Relations & Promotion — role of publicity in marketing; how to generate publicity; designing and executing a publicity campaign
- Meeting 6:** Special Events — importance, types and uses of special events; how to organize and co-ordinate a special event

Depending on the composition and ages within your group, you may choose to:

- adjust the meeting time
- add additional meetings
- split up into smaller groups, with Senior members helping Junior members or Juniors focusing on one aspect and Seniors focusing on another.

Responsibilities

Before your project begins:

1. Familiarize yourself with current provincial and local 4-H policies;
2. Attend a leader training session (if scheduled);
3. Advertise the project and organize a club with a minimum of six eligible members and one volunteer leader per club except in cases deemed to be unique and approved by the local 4-H association; and
4. Review available resources and begin planning the club program.

During the project:

1. Attend each meeting and the Achievement Program;
2. Assist members in planning and presenting the club program;
3. Provide a FUN learning atmosphere;
4. Ensure the club membership list is completed and membership fees are collected. Forward to the designated person in your area before the second meeting;
5. Order awards and project and name plates once membership list is completed;
6. Help each member to set and achieve goals for personal development;
7. Encourage members to work together as a group;
8. Provide guidance in choosing and completing an Achievement Program; and
9. Evaluate the club program. Share the evaluation with the 4-H Association.

What is an Achievement Program?

- An opportunity for members to share with others the knowledge and skills they have gained during this 4-H project.
- An activity that involves each member in some way.
- A chance to inform the public about the purpose and goals of the 4-H program.

Achievement Program ideas specific to this project are suggested below. Your club may wish to choose one idea or combine a few. Involve club members in selecting a suitable idea and making the necessary preparations.

Remember to put all of your marketing knowledge into practice when planning the program.

Achievement Program Ideas

- Your Achievement Program Activity should be set up as a Special Event designed to market the 4-H program to new, potential customers and to other members of your community.
- Every Achievement Program Activity should attempt to use all elements of the 4-H Marketing Project — that is, Marketing Review, Marketing Plan, Market Research, Promotion and Special Events. This will provide the members with ongoing demonstration of the relevance of each component.
- After the Achievement Program Activity has been completed, gather the club together to evaluate the activity. Your results should be based on survey results (*see Market Research*) and the measurable terms you attached to your objectives (*see Marketing Plan*).

Suggested Achievement Program Activities

- Organize a special activity to promote 4-H in your area
- Clothing or stuff swap for 4-H members and their peers
- Non-profit fair
- Youth organizations / programs fair
- Web scavenger hunt
- Open House and membership drive
- Newsletter, business card, letterhead (something in print) competition — invite judges in related fields
- Develop a strategy for using the new members' brochure, web site, promotions kit and video

Use these suggestions or any of your own ideas.

Be sure to tap into your local human resources to help you get started.

Networking in this way will also help spread the word and build public relations for the 4-H program.

Special Activity Ideas

Here are some additional ideas for activities that your club members might like to focus on during or between club meetings.

- Compile information gathered throughout this project and prepare a formal, written Marketing Review and Marketing Plan. Research different options in layout and format and use these to prepare your document.
- Gather statistics on 4-H members and volunteers in your area for the last several years. Analyze the data for clues to help your association in recruiting and retaining participants.
- Conduct a focus group with 4-H members or volunteers who have left the 4-H program. Why did they leave and what changes would be needed to have them come back?
- Conduct a focus group with potential 4-H members or volunteers. What youth groups are they involved with? Have they ever considered 4-H? Why or why not?
- Write a report for millennium and/or the 4-H web site for your club. Keep the site up-to-date with your progress and activities.
- Be responsible for updating the information for your county/region on the web site. Work with others to ensure all information is included.
- Develop a photo (or video) record of your club's 4-H activities (or your community's 4-H activities). Use your record to create a photo display/layout to promote the 4-H program.
- Develop and circulate a local 4-H newsletter. Invite contributions from all clubs and participants in your area.
- Research the consumer rights of an Ontario citizen.
- Keep a file depicting how certain things are being promoted. Note any trends that may be of interest.
- Organize a bring-a-friend night for your local 4-H club. Choose a suitable (and fun!) meeting and invite your friends to join right in.
- Become a guest speaker at community events, promoting the 4-H program in your area.
- Volunteer your time to assist a local fundraising campaign.

4-H Club Program Planning

A successful 4-H club doesn't just happen! Careful planning is necessary and very important. As a 4-H leader, you have a responsibility to do the best job you can in providing a fun learning experience for the 4-H members. Planning will make this a reality.

The 4-H Volunteers' Handbook has lots of valuable information to help you and your members plan a successful club program. Refer to 'The 4-H Meeting' section of your handbook for tips on:

- planning successful meetings,
- effective communication,
- games,
- judging, and
- special events.

Other useful resources include the OMAFRA factsheet (89-095), *Procedures for Meetings*, and the *4-H Judging Handbook*.

The chart on the following page of this guide can be used to record your plans.

Promotional Kit

Through generous sponsorship by the Agricultural Adaptation Council (CanAdapt), the Ontario 4-H Council has developed components of a promotional kit. Select from the following menu to provide a promotional kit for your club to use in their marketing efforts.

Member & Volunteer recruitment and general information brochures

These brochures can also be used as posters. They were launched in June '97 and are available through your local 4-H association or the Ontario 4-H Council office at 1-800-937-5161.

4-H Promotional Video Launched in February '98

Each 4-H association was given one copy. Additional copies are available for \$5 by calling the Ontario 4-H Council office at 1-800-937-5161.

The Ontario 4-H Council Public Relations Committee is developing **decals** that will be available summer '98.

The **Project Selection Guide** is available through the OMAFRA warehouse. It lists all of the 4-H projects currently available along with a short description.

An **Opportunities Calendar** was sent to each 4-H association for duplication. A master copy is also available from the Ontario 4-H Council office. It provides the basic details about travel, scholarship, volunteer and family opportunities for 4-H participants.

Concurrently, the Canadian 4-H Council is launching a new marketing program. Additional items may include **public service announcements, 4-H buttons & colour posters**.

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Introduction
continued

4-H Club Program Planning Chart

Meeting	Date	Topic, Activity or Task	People who could help	Presentation Ideas to Consider

Feedback

The 4-H Resource Development Subcommittee of the Ontario 4-H Council reviews and evaluates 4-H resources. Comments and suggestions about 4-H manuals and guides are always welcome. They may be sent to the following address:

4-H Resource Development Subcommittee
Ontario 4-H Council
RR#1 Thornloe, Ontario P0J 1S0

Phone/Fax: 1-800-937-5161
E-mail: lduke@ntl.sympatico.ca
Web site: www.4-Hontario.ca

Kids Help Phone

On the inside front cover of the Members' Manual, Digging Deeper supplement as well as this guide, you will see the Kids Help Phone logo (also shown at left). Kids Help Phone is available to more than 7 million children and teenagers throughout Canada.

It is a national, bilingual, confidential, toll-free helpline staffed by paid, trained professionals. In response to the problems and concerns of our youth, Kids Help Phone provides a listening ear, emotional support, counselling, information and referrals.

Children and teens from anywhere in Canada can call anonymously 24 hours a day, 365 days a year.

Children and teens can call about anything that is bothering them, including abuse; drugs; alcohol; conflicts with parents, friends or teachers; pregnancy; sexuality; suicide; or parental separation and divorce.

Please mention this number to your members and explain what it is for. Make sure they know that it is free and they don't have to give a name or address.

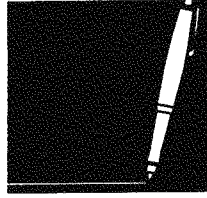


*The Kids Help Phone
gets 1,000 calls a day...
2,000 more callers get a busy signal.*

*If you or your club or
someone you know
would like to make a donation
to the Kids Help Phone, call
1-800-268-3062.*

Marketing

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Marketing MEMOS

Marketing

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Meeting 1

Marketing Mix

Objectives

- To welcome members and help them to get acquainted with one another;
- To introduce members to the goals and objectives of the 4-H Marketing Project;
- To elect the executive;
- To learn some basic principles of marketing;
- To understand marketing as it relates to the 4-H program.

In a Nutshell

Getting Started	25 minutes
Meeting Mixer	15 minutes
A Road Map to Good Meetings	20 minutes
Marketing Log Book	5 minutes
Roll Call	5 minutes
Spin the Bottle	20 minutes
The 4-H Ps	26 minutes
Before the Next Meeting	5 minutes
Total Time	121 minutes
Digging Deeper	<i>Optional</i>

Preparation & Equipment

Marketing Log Book - Log Book

Spin the Bottle - Definitions cut out from pages 19 & 21
Wide-mouthed jar with lid
PRODUCT, PRICE, PROMOTION & PLACE
written on large, individual pieces of paper

The 4-H Ps - Whistle or bell

Getting Started (25 minutes)

1. Begin with the 4-H Pledge. Post a copy so that everyone can see it.
2. Welcome the members. Introduce leaders and youth leaders (if this has been decided). Ensure that everyone has a name tag. Complete the Meeting Mixer below.
3. Complete a **membership list**.
4. Give a brief **introduction** to the project.
5. Outline the **opportunities** members have, such as taking part in the local fairs and shows, *Go For The Gold, 4-H Members' Conference*, etc.
6. Distribute '4-H Club Member Lives Here' **signs**, if available.
7. Discuss the members' **requirements** for the project. (*See page 2 of the Members' Manual.*) Outline any expectations that you may have of the members.
8. Briefly discuss the **Achievement Program** - type, date, time, location.

Meeting Mixer (15 minutes)

PURPOSE: Get-acquainted activity — just for fun!

Ask members to pair up with someone they haven't met before. Then ask members to introduce their partners to the rest of the group. Ask them to introduce their partners from a **marketing perspective** — that is, with an aim to 'sell' them based on their finest qualities.

Partners should also mention:

- why they enjoy 4-H and
- what they hope to learn during this club.

A Road Map to Good Meetings (20 minutes)

It is important for everyone to become familiar with the basics of running a good meeting. Review with members the purpose of an agenda and the executive's responsibilities. Have the club members elect an executive (recording the results on page 3 of the *Members' Manual*). You may find these are helpful: the *4-H Volunteer's Handbook* and the OMAFRA Factsheet (89-095), *Procedures for Meetings*.

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Marketing Log Book (5 minutes)

PURPOSE: To track information and ideas that can be used — by clubs, 4-H associations or the Ontario 4-H Council — to market the 4-H Program; to practise keeping records.

Invite one member to come forward to initiate the process of tracking or 'logging' the ideas generated by your club. Inform members that the purpose of the log book is to track club progress on its own marketing activities, and to share ideas and insights with the local 4-H association and the Ontario 4-H Council.

This information will be used to improve the 4-H program and to spread the word to potential members, volunteers and other supporters.

Members may rotate as 'scribes' from meeting to meeting, or from one activity to the next. A spiral-bound notebook, binder or other, less conventional form of log book may be used. All designated scribes should be sure, however, to log their notes in the same book or place.

PLEASE NOTE THE STAR!



Throughout this *Guide*, a star will note information of particular importance. Please encourage scribes to take detailed notes during starred activities.

Here's the first one!

Roll Call (5 minutes)

★ How do you currently market (or promote) the 4-H program?

Spin the Bottle (20 minutes)

Marketing Mix: The 4 Ps

PURPOSE: To introduce members to the elements of the Marketing Mix; to develop skills in decision-making and team work.

Briefly review Matty's story in the Members' Manual and then complete this activity.

Place the words **PRODUCT**, **PRICE**, **PROMOTION** and **PLACE** on a large surface where all can see them. Position these elements of the Marketing Mix with lots of space between them. Cut out the examples found on page 19 of this Guide, fold them in half and place them in an ample-sized jar with a screw-on lid. (A second copy of the examples is on page 14 for your reference during discussion.)

Place the jar in the centre of the group and invite one member to give it its first spin. The member closest to the opening of the jar can now open the lid and retrieve one piece of paper. This member reads out the description (emphasizing words in bold text) and, with input from the rest of the group, places it (with tape, a thumbtack...) beneath the corresponding element of the Marketing Mix. This member now spins the bottle, continuing the process until all descriptions have been placed.

PRODUCT	PRICE	PROMOTION	PLACE
Tired soccer players quench their thirsts with Matty's cold lemonade .	Soccer players pay Matty 25¢ for a glass of lemonade.	Matty places a large LEMONADE sign in front of her house and hands out flyers at the local soccer club.	Matty moves her stand closer to the soccer field and all her potential customers.
Joe referees basketball games in a local high school league.	The school board gives Joe free tickets to a Raptors game in exchange for every game he officiates.	Joe phones the Director of Athletics at the school board to apply to work as a referee.	Joe has refereed in every high school gymnasium in the province.
Paula's friends come to her house to have their bicycles repaired .	In exchange for having their bicycles repaired, most of Paula's friends bring her dinner , but Amanda brings scissors to cut Paula's hair .	Paula asks her friends to spread the word to their friends about her bike repair business.	Paula buys a bigger tool kit so she can take all her tools to her customers' homes & repair their bikes on site.
Terry makes new friends and develops leadership & social skills at a 4-H camp.	Terry joined 4-H so that he could qualify to participate in the 4-H Members' Conference.	Terry placed posters at his school, describing the 4-H program & trips & opportunities that are a regular part of being a 4-H member.	Terry hosted a 4-H booth at a local fair to tell people about the benefits of joining 4-H.

Marketing

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Once the jar is emptied, read out the following definitions (one at a time) and ask members if they agree with the positioning of all descriptions. If not, reposition each accordingly.

Definitions:

- PRODUCT** A good, service or idea that has value to customers. A product satisfies some need and is a solution to a problem.
“People don’t buy drill bits, they buy well-drilled holes. People don’t buy products or services; they buy the benefits from using those products or services.”
(**Example:** Lemonade is sold to quench thirst and cool off.)
- PRICE** The amount of money or other item(s) of value that is (are) exchanged for a product. Price usually accounts for the cost of producing the product and includes the producer’s investments of time, money and other resources.
(**Example:** Cost of lemonade per glass includes cost of production — time taken to buy materials, make and sell lemonade; cost of lemons, sugar, cups, etc.; plus other considerations.)
- PROMOTION** Communication of the existence and value of a product. Promotion transfers information about a product (and its producers) to encourage people to use that product.
(**Example:** News articles, posters, brochures, displays and special events used to lure potential customers to the lemonade stand.)
- PLACE** Where a product is available and how it manages to get there. Place (or distribution) means:
getting the... **right stuff** to the **right place** ...
in the ... **right amounts** for the **right cost** ...
at the... **right time**. (Whew!)
(**Example:** Getting the lemonade ingredients from the store to a kitchen and then to the lemonade stand — placed in a convenient location for all potential customers.)

Marketing

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The 4-H Ps (26 minutes)

PURPOSE: To define and understand marketing as it relates to 4-H.

Set up four stations (ideally, in four separate / private areas) with a facilitator (senior member) at each. Give each facilitator one definition and its corresponding examples (the definitions on page 15 also appear in cut-out boxes on page 21, so they can be cut apart and given to the facilitators). Ask the remaining members to line up (silently and without gestures) according to their ages.

Once the line has been formed, ask members to reveal their true ages and to reposition themselves accordingly. Now count off one to four and ask all the ONES to go to the Product station, all TWOS to go to the Price station, and so on. (3 MINUTES)

Once at the station, the facilitator will invite the members to generate ideas on the given element of the Marketing Mix. If needed, the facilitator will read (or display) the definition and the examples. Now the facilitator will ask members to generate examples for the 4-H program. Ask the facilitators to encourage brainstorming and the quick flow of ideas. Facilitators should take note of all ideas, regardless of how meaningless they might appear.

After 2 minutes, give the groups a signal (a bell or whistle might work well here) and ask them to progress to the next station, following the rotation of Product to Price to Promotion to Place. (2 MINUTES each at 4 stations; 8 MINUTES TOTAL).

Once all members have given suggestions at each of the four stations, ask the group to reconvene and invite the facilitators to present the 4-H examples ★ of the Marketing Mix. (5 MINUTES)

Discussion: (10 MINUTES)

1. Do all members agree with the 4-H examples given for each of the 4 Ps? Why or why not? ★
2. Do the 4 Ps of the 4-H program work? How can they be improved? ★
3. Are members familiar with other youth programs (and clubs) in your area? What are these? What appeals to members about these clubs? How are these programs being promoted? ★

How can the needs of our 4-H 'customers' be better met?

In 1997, 4-H membership dropped 13%. 38 out of 50 counties, districts & regions had a decline in membership. The change in membership ranged from -78% to +27%.

Where does your association fit in this range?

The statistics for female members are dropping faster than for male members.

In 1997, volunteer leaders dropped by 9%.

Marketing

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Before the Next Meeting (5 minutes)

Collect an advertisement for a service organization that is non-profit or non-business in nature. Bring this ad to the next meeting.

Members should be prepared to respond to the following questions:

1. Who are the potential customers?
2. What type of product is being marketed?
3. Describe the organization marketing the product.
4. How could the organization determine if its advertisements are successful?

Digging Deeper (optional)

- Lead senior members in a discussion of the social costs and benefits of marketing. Use the following ideas to get you started, but **explore** and **challenge** each of these. (Suggestion: Ask members why they agree or disagree with the ideas below.)
- With reference to the *Digging Deeper* supplement for Meeting 1, ask members to note how social marketing and consumerism can make a positive change to some of the drawbacks (costs) of marketing.
- Ask members to state how the benefits may have been influenced by social marketing.

Benefits:

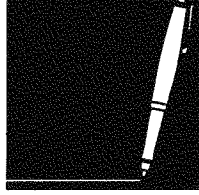
- Marketing may increase the variety and exchange of goods to benefit the consumer and producer.
- Marketing has increased the standard of living in some parts of the world.
- Marketing employs many people, directly and indirectly.
- Through advertising, marketing pays for most of our newspaper and magazine production, and radio and television services.

Costs:

- Marketing may generate unnecessary wants and increase consumption of goods and services, leading to the depletion of the world's scarce resources.
- Some products are poorly designed and have an intentional expiry date built right in. These products become waste and contribute to our problem of environmental pollution.
- Marketing activities may increase the price of a product.
- Marketing may separate people into groups of 'have's & 'have-not's'.
- Greed and competition may be promoted over sharing and co-operation.
- Marketing may lead to people spending more money than they actually have.
- Some advertising may be misleading or sexist.

Marketing

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More Marketing MEMOS

PRODUCT	PRICE	PROMOTION	PLACE
Tired soccer players quench their thirsts with Matty's cold lemonade .	Soccer players pay Matty 25¢ for a glass of lemonade.	Matty places a large LEMONADE sign in front of her house and hands out flyers at the local soccer club.	Matty moves her stand closer to the soccer field and all her potential customers.
Joe referees basketball games in a local high school league.	The school board gives Joe free tickets to a Raptors game in exchange for every game he officiates.	Joe phones the Director of Athletics at the school board to apply to work as a referee.	Joe has refereed in every high school gymnasium in the province.
Paula's friends come to her house to have their bicycles repaired .	In exchange for having their bicycles repaired, most of Paula's friends bring her dinner , but Amanda brings scissors to cut Paula's hair .	Paula asks her friends to spread the word to their friends about her bike repair business.	Paula buys a bigger tool kit so she can take all her tools to her customers' homes & repair their bikes on site.
Terry makes new friends and develops leadership & social skills at a 4-H camp.	Terry joined 4-H so that he could qualify to participate in the 4-H Members' Conference.	Terry placed posters at his school, describing the 4-H program & trips & opportunities that are a regular part of being a 4-H member.	Terry hosted a 4-H booth at a local fair to tell people about the benefits of joining 4-H.

Definitions:

PRODUCT A good, service or idea that has value to customers. A product satisfies some need and is a solution to a problem.
“People don’t buy drill bits, they buy well-drilled holes. People don’t buy products or services; they buy the benefits from using those products or services.”
(**Example:** Lemonade is sold to quench thirst and cool off.)

PRICE The amount of money or other item(s) of value that is (are) exchanged for a product. Price usually accounts for the cost of producing the product and includes the producer’s investments of time, money and other resources.
(**Example:** Cost of lemonade per glass includes cost of production — time taken to buy materials, make and sell lemonade; cost of lemons, sugar, cups, etc.; plus other considerations.)

PROMOTION Communication of the existence and value of a product. Promotion transfers information about a product (and its producers) to encourage people to use that product.
(**Example:** News articles, posters, brochures, displays and special events used to lure potential customers to the lemonade stand.)

PLACE Where a product is available and how it manages to get there. Place (or distribution) means:
getting the... **right stuff to the right place ...**
in the ... **right amounts for the right cost ...**
at the... **right time. (Whew!)**
(**Example:** Getting the lemonade ingredients from the store to a kitchen and then to the lemonade stand — placed in a convenient location for all potential customers.)

Meeting 2

Marketing Review

Objectives

- To reinforce the non-profit aspect of marketing;
- To perform a Marketing Review of the 4-H program;
- To select an Achievement Program Activity.

In a Nutshell

Roll Call	5 minutes
Non-profit Advertisements	10 minutes
Marketing Review	53 minutes
Achievement Program Activity	15 minutes
Planning for Meeting 5	<i>Optional</i>
Before the Next Meeting	5 minutes
Total Time	88 minutes

Preparation & Equipment

Marketing Review -	Small pieces of paper, pins
	Balloons
	Questions from page 27 of this <i>Guide</i>
	<i>Become a 4-H Member</i> brochure
	Display board or flip chart & markers

Roll Call (5 minutes)

- ★ Name one thing you would like to change about the 4-H program.
- Name one thing you would not change about the 4-H program.

Non-profit Advertisements (10 minutes)

from Before the Next Meeting - MEETING I

PURPOSE: To reinforce the non-profit aspect of marketing with a real-world example; to develop skills in critical thinking.

Invite members to present the advertisements they collected for service organizations (non-profit or non-business) and to respond to the questions outlined in the last meeting:

1. Who are the potential customers?
2. What type of product is being marketed?
3. Describe the organization marketing the product.
4. How could the organization determine if its advertisements are successful?

As each member presents his or her findings, ask the person on his/her right to add to the response for Question 4 based on the 4-H program, but rephrase it as follows:

“How could the 4-H program determine if it is successful with its marketing program?”

(**Examples:** Club membership will increase, attendance at meetings will improve, they will raise funds, new volunteers will come forward, people will start talking about the program and the clubs, etc.) ★

Marketing

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Marketing Review
continued

Marketing Review (53 minutes)

PURPOSE: To take stock of all that the 4-H program has to offer and to perform a Marketing Review for the 4-H program.

Introduce the members to the concept of the Marketing Review (*page 9, Members' Manual*). Ask members to state **when and why** a Marketing Review would be useful for the 4-H program. (**Examples:** To promote clubs to new members, to educate the public about the 4-H program, to demonstrate the strengths of the program, to help make informed decisions about a change in any element of the 4-H Marketing Mix, etc.)
(5 MINUTES)

On a small piece of paper, have members **write one solution** (to a problem) that the 4-H program provides (that is, one Product of the 4-H program). Ask them to *not* show their solutions to the other members as they pin them to the back of the shirt of the person sitting two seats to their left.

Now the group circulates and, asking only YES or NO questions, tries to determine what their product is. Members should be encouraged to ask only one question per person. Once every member has determined their product, the game is over. Ask members to tell the group what their product was. (10 MINUTES)

Cut out **questions 1-6** (*page 29 of this Guide*) and insert each one inside a balloon. Prepare a set of six balloons for each group. For each question, (for #1, #2, #3, etc.), use the same colour of balloon and keep track of which colour corresponds to which question. Give each group a set of balloons. (Split the club into two groups, or three groups if you have more than 12 people in your club.)

To divide the group, ask them to form a **human knot** — all members stand in a huddle and reach their hands across to join with two different people in the huddle. Members should not join hands with someone directly beside them. Now ask members to undo the knot — without ever letting go of each other's hands. Once members are undone and standing in a circle, ask them to number off as ONES and TWOS (or, for groups with more than 12 people, as ONES and TWOS and THREES). Ask all ONES to form a group, TWOS to form a group, and so on.
(8 MINUTES)

Match groups to a pile of balloons and, with a leader or youth leader for each group, invite members to progress through the balloons and questions in order (e.g. red = first category; blue = second...). **Each member should take at least one turn** — bursting the balloon, reading the question and inviting group feedback for answers. Encourage them to come up with as many responses as they can for each question. Invite a recorder to take note of all answers and comments. (15 MINUTES)

A few ideas to help you to prompt discussion are given below:

1. Who are you and what do you do?

- The Canadian 4-H Program was established in Manitoba in 1913. 4-H in Ontario began in 1915. The Ontario 4-H Council, currently delivering the 4-H program in Ontario, was created in 1988.
- The 4-H Program is about the personal development of youth, 10 to 21 years of age.

2. What are the products of 4-H?

- Personal development
- Skill development
- Trips & opportunities
- Survival & change
- Education (learn to do by doing)
- Friendships
- Career training
- Contacts
- Fun
- Quality time
- Role models
- Sharing ideas
- Scholarships

3. What is the place or distribution of 4-H?

- There are more than 50 local 4-H associations across the province.
- There are 4-H clubs in every county, region and district of Ontario.

4. Who are your customers?

- Youth (ages 10 to 21 years)
- Volunteers
- Leaders
- Parents & families
- Sponsors
- Schools

5. What challenges must you face in marketing 4-H?

- Peer pressure
- Trends
- Reaching urban youth
- Demographics
- Competition with other youth activities (clubs, school, sports, jobs)
- Lack of exposure
- Lack of time
- Financial restrictions
- Lack of volunteers

6. What types of Marketing & Promotion are available in 4-H?

- millennium quarterly newsletter
- 4-H web site
- 4-H web site bookmarks
- *Become a 4-H Member* (and *Volunteer*) brochures
- Fairs & Achievement Programs
- 4-H news in local media
- 4-H caps, pins, T-shirts, etc.
- Personal testimonials or word of mouth
- 4-H video
- Youth Corps

Important Note to Help Members with the Marketing Review!

Invite members to refer to the new

*Become a 4-H Member and
Become a 4-H Volunteer*
brochures.

These contain many helpful ideas that will get members well on their way through the Marketing Review.

The 4-H web site...

<http://www.4-Hontario.ca>

... also contains loads of useful and interesting information about the 4-H program.

Marketing

4-H

★ Ask the group to reconvene and present their findings in sequential order (progressing from Questions 1-6). As each group presents, have them write their question and answers neatly on a flipchart or other display board that can be revisited at future meetings.

The presenting group should then invite the observing group to give additional feedback on the questions that have been asked. Ensure each member has an opportunity to present at least one finding. (15 MINUTES)

Achievement Program Activity (15 minutes)

PURPOSE: To select an Achievement Program Activity that will form the basis of the ongoing activities.

Select an Achievement Program Activity (*see page 5 of this Guide for suggestions and ideas*). Discuss the opportunities with your club and choose a suitable activity. Inform members that the Achievement Program will be developed through the course of the following meetings and will form the basis of the ongoing activities.

Planning for Meeting 5 (optional)


Refer to the Field Trip activity located on page 46 of this Guide. Arrangements for this field trip (e.g. tour and travel logistics, chaperoning, etc.) should be made well in advance. Confirm your tour date and time with a selected organization and keep members informed of the upcoming tour and travel plans.

Before the Next Meeting (5 minutes)

Conduct an interview with a marketing figure in your community whom you respect. Special event co-ordinators (e.g. local fall fair), fundraisers (e.g. walk-a-thon) and the more traditional marketers are a few of the people you can approach to gather information. Ask the following questions.

1. What is the title of your occupation?
2. Describe your job.
3. What is the introductory salary level for this type of work?
4. What are the employment opportunities for youth in your organization?
5. What type of education and experience is required to perform this type of work?
6. Where could someone get more information on this type of career?

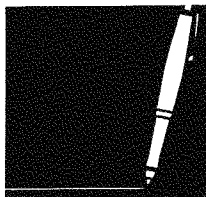
Be prepared to present this information at the next meeting. The method you choose to present your findings is up to you. Try to be creative, fun and brief!



**Remind members
to send a thank you note
to follow up!**

Marketing

4-H



More Marketing MEMOS

Marketing Review Activity

Cut apart these questions and insert each one inside a balloon.

Prepare sets of six for each group of members.

(Use three or more groups if you have more than 12 members.)

1. Who are you and what do you do?
2. What are the products of 4-H?
3. What is the place or distribution of 4-H?
4. Who are your customers?
5. What challenges must you face in marketing 4-H?
6. What types of marketing & promotion are available in 4-H?

1. Who are you and what do you do?
2. What are the products of 4-H?
3. What is the place or distribution of 4-H?
4. Who are your customers?
5. What challenges must you face in marketing 4-H?
6. What types of marketing & promotion are available in 4-H?

1. Who are you and what do you do?
2. What are the products of 4-H?
3. What is the place or distribution of 4-H?
4. Who are your customers?
5. What challenges must you face in marketing 4-H?
6. What types of marketing & promotion are available in 4-H?

Meeting 3 Marketing Plan

Objectives

- To learn about local employment opportunities in the field of marketing;
- To become familiar with the goals, objectives and strategies of the 4-H program;
- To develop a Marketing Plan for the 4-H Achievement Program.

In a Nutshell

Roll Call	5 minutes
Marketing Employment	10 minutes
Importance of Planning	15 minutes
Marketing Plan	10 minutes
Setting Objectives	20 minutes
Goal-Setting	20 minutes
Hula Circle	5 minutes
Developing Strategies	20 minutes
Before the Next Meeting	5 minutes
Total Time	110 minutes
Digging Deeper	<i>Optional</i>

Preparation & Equipment

- Marketing Plan - Pyramids on page 37 of this Guide (cut into puzzle pieces & placed in a hat)
- Hula Circle - Hula hoop or equivalent length of rope

Roll Call (5 minutes)

★ How do people learn about the 4-H program in your area?

Marketing

4-H

Marketing Employment (10 minutes)

from **Before the Next Meeting - MEETING 2**

Invite members to share the results of their interviews with marketing figures in your area. Keep the list of questions handy (*see page 27 of this Guide*) so that you can prompt members if needed.

Importance of Planning (15 minutes)

PURPOSE: To introduce members to the concept of a Marketing Plan and to emphasize the importance of planning.

Ask members to form 5 groups. Refer groups to the information on page 13 of the Members' Manual. Give each group one question for the list of:

- What?
- Where?
- When?
- Who?
- How much?

Invite groups to develop a zany skit to depict the pros of planning and cons of failing to plan on their given issue. (5 MINUTES) Groups will then present their skits to the overall group. (10 MINUTES)

Marketing Plan (10 minutes)

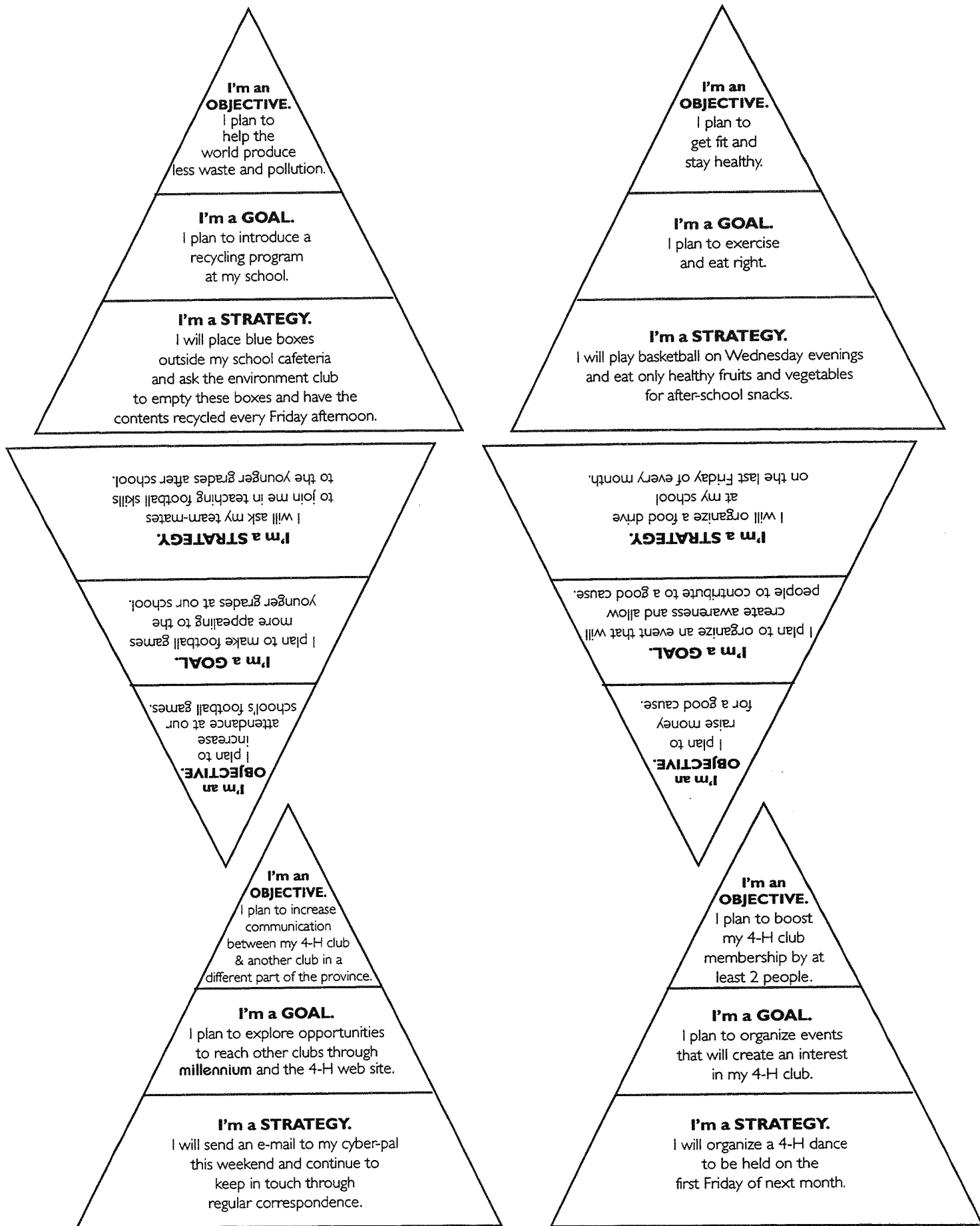
PURPOSE: To help members understand and become familiar with the elements of a Marketing Plan.

There are six Marketing Plan pyramids on page 37 of this Guide. Cut each pyramid into its three levels and place these — all together — in a hat, bowl or jar. (If you have 12 members, use 4 pyramids; if you have 14 members, use 5 pyramids and two people will draw two pieces that need to be matched.) Circulate the hat and ask members to draw one piece of paper each. Members will now **look for the missing parts** of their pyramids.

Inform members that each pyramid will now contain one objective and a corresponding goal and strategy. Once members have reconstructed their Marketing Plan pyramids, **groups may read out their parts** in the order of objective, followed by goal, then strategy. A copy of the pyramids is also included on page 33 of this Guide for your reference during discussion.

Ask members to suggest what a definition of each term might be. Tell members that...

These terms are the tools of marketing planning.
Each part of the plan breaks down the objective into manageable, 'do-able' chunks.



Setting Objectives (20 minutes)

PURPOSE: To set objectives for the Achievement Program Activity.

Post (where all can see them) the following guidelines for developing objectives:

- practical things that you can do;
- easily adapted to a variety of conditions;
- related to your overall purpose;
- easy for you — and others — to understand

Inform members that:

Objectives mean what we are trying to accomplish — that is, the point of the marketing activity.

Using the Achievement Program Activity your club selected at the last meeting, ask the group to **set objectives** that respond to each of the criteria listed above. These objectives should state, in general terms, what your overall aim is with your chosen activity (e.g. “We plan to increase membership of this club.”)

Your members should also set objectives that are **measurable**. This will help them to evaluate the success of the Achievement Program Activity.

Write your objectives on a chart or board so that all can see them. Ask a recorder to transfer this information into your Marketing Log Book. ★

Goal-Setting (20 minutes)

PURPOSE: To set goals for the Achievement Program Activity.

Now it's time to break down your objectives into the steps it will take to carry them out. Ask members to break into small discussion groups (2 to 3 people in each with a senior member to facilitate and assist younger members) to **set goals** to correspond to each objective.

These goals should answer the question “How?” (**Example:** “We plan to create new interest in the 4-H program [objective], therefore, our goal is to run an event that will attract the attention of potential members.”) (10 MINUTES)

Ask the group to reassemble and to present their ideas. Record these ideas on the chart or board and in the Marketing Log Book. ★ Invite overall group discussion on **which goals are most appropriate** and which may be unsuitable or of a lower priority. (10 MINUTES)

Marketing

4-H

Hula Circle (5 minutes)

PURPOSE: Now that your members have stretched their minds, it's time to stretch their bodies.
Wake-up activity - just for fun!

Ask members to join hands in a circle. Open the circle at one point and place a hula hoop (or equivalent length of tied rope) around the arm of one person and close the circle back up. Challenge members to move the hoop (or rope) around the group, with each member working his or her way through it — without letting go of the hands of the people on either side.

Developing Strategies (20 minutes)

PURPOSE: To develop strategies to carry out the goals and objectives of the Achievement Program Activity.

Members will now describe how they plan to achieve their goals. Divide the club into four discussion groups, with one senior member to facilitate each group. Divide objectives and delegate these (with their corresponding goals) to each discussion group.

Senior members should now invite discussion regarding **how you plan to accomplish your goals (and objectives)**. The answers, or **strategies**, should be recorded so that they may be presented to the overall club.

(10 MINUTES) Again, members must respond to the questions:

- What will be done?
- Where will it be done?
- When will it be done?
- Who is responsible?
- How much will it cost?

Call the club together and have senior members present the chosen strategies. These should be recorded on the chart (or board) and in the Marketing Log Book. ★ (10 MINUTES)

Marketing

4-H

Before the Next Meeting (5 minutes)

1) Bring a copy of a marketing survey or comment card to the next meeting. These may be found in many restaurants, in magazines, with any warranties you may have, and also may be provided by many service organizations.

The survey, or card, should attempt to gather information about your background and personal preferences.

2) Be prepared:

- to indicate what the purpose of the survey is, and
- to repeat one question that helps to fulfill that purpose.

3) Surf the World Wide Web and tour the 4-H site at
<http://www.4-Hontario.ca>

- Give your feedback on the web site.
- Tell others what you like about 4-H in the Guest Book.

(If you don't have a computer and/or Internet connection, try to explore the 'Net at your school or at a friend's house.)

Digging Deeper (optional)

SWOT analysis is yet another useful tool from the land of marketing success. SWOT stands for:

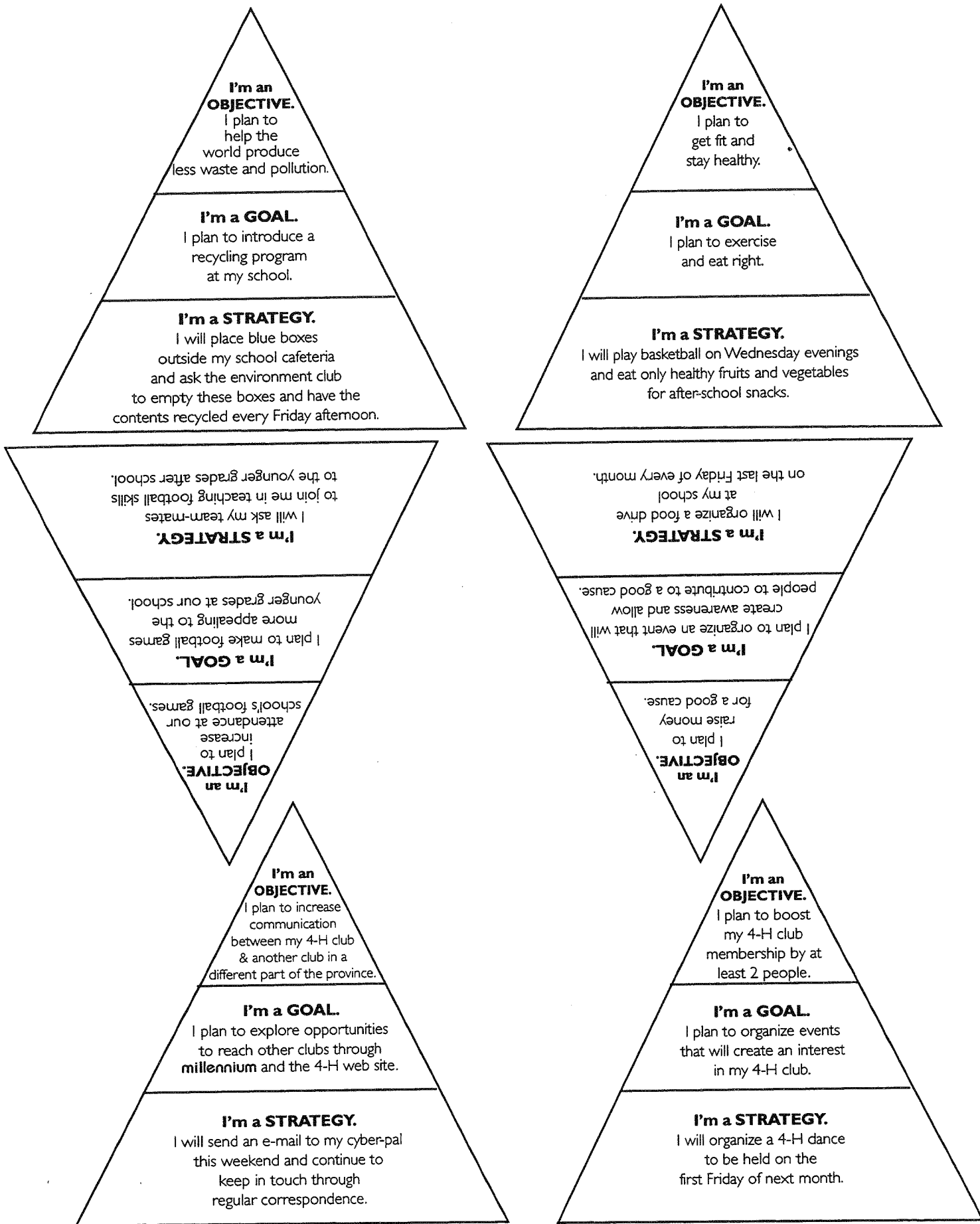
Strengths
Weaknesses
Opportunities
Threats

Use SWOT to help you develop your objectives.

With SWOT brainstorming, you'll be sure to discover your more creative side to problem-solving.

Clear ideas and new alternatives will be the result.

Ask senior members to identify and discuss SWOT characteristics of each objective that was set for your Achievement Program Activity. Seniors can use this information as a **frame of reference** for the ongoing development of your chosen activity.



Marketing

4-H

Meeting 4

Market Research

Objectives

- To explore various methods of conducting Market Research;
- To understand the techniques of conducting Focus Groups;
- To conduct Market Research for the 4-H program.

In a Nutshell

Roll Call	5 minutes
Observation	15 minutes
The Tools of Market Research	10 minutes
Strung Together	15 minutes
Market Survey	30 minutes
Achievement Program Activity	30 minutes
Before the Next Meeting	5 minutes
Total Time	110 minutes
Digging Deeper	<i>Optional</i>

Preparation & Equipment

Tools of Market Research -	Phone book Two plates of cheese (same kind, different brand) and crackers — labelled #1 and #2 or differentiated by colour of plate Survey or comment card
Strung Together -	Long length of rope Props from above activity Mirror
Market Survey	Flipchart and markers

Roll Call (5 minutes)

- ★ Display your survey or comment card to the group. Indicate the **name of the organization** that created the survey and...
 - state the purpose and
 - one question that you feel helps gather the information they want.
- ★ Give your feedback on the 4-H Ontario web site.

Observation (15 minutes)

PURPOSE: To differentiate between seeing and observing.
To demonstrate the relevance of observation as a market research tool.

Activity: (10 MINUTES)

Ask members to pair up and face each other while seated. Now ask members to remain still for two or three minutes. After this time has passed, ask members to turn their backs on one another and quickly change six details about their appearances. Once rearranged, members turn around to face each other and see if they can spot the changes in their partners.

Now ask members to change partners and repeat the activity. This time, however, members should first be encouraged to observe and remember as much as they can about the people facing them. After members have attempted to spot the changes in their partners, ask them if their ability to spot changes has improved.

This is the difference between seeing and observing.

Tell members that...

Observation is one tool of market research.
It is a technique used to gather information about consumers.

Discussion: (5 MINUTES)

1. How could observation be used to develop a line of trendy clothing?
2. How could observation be used to expand the services of a library?
3. How and when could observation be used to gather information about the needs of 4-H members and youths who might be interested in joining the 4-H program? ★

The Tools of Market Research (10 minutes)

PURPOSE: To introduce methods of collecting information and conducting market research.

Inform members that...

Market research gives marketers the information they need to take the guess-work (or hunches) out of their planning.

Market research provides marketers with factual information to be used in the development and marketing of their respective products.

(1) Tell members that they have just experienced one method of conducting market research (that is, **OBSERVATION**), but there are three other methods that are also quite commonly used.

(2) Present the phone book. Tell members that this represents:

- **INSIDE INFORMATION**

— information that's readily available and accessible. Can members think of another source of inside information?

(Example: World Wide Web, library, catalogues)

(3) Present the two plates of cheese and crackers. Both cheeses look the same — but are not. Pass the plates around the group and ask members to note if they prefer the cheese on Plate #1 or Plate #2 (or on the green plate or blue plate, as applicable). Tell members that this represents:

- **EXPERIMENTATION**

— you are testing their preference between the two cheeses. Have the members ever been involved in a market research experiment?

(Example: grocery store taste-test? Coke - Pepsi Challenge?)

(4) Finally, present a survey or comment card. Tell members that this is one method of:

- **SURVEYING**

customers — asking customers what they think about your product.

Have the members ever been approached by a surveyor?

(Example: outside a store? after a workshop?)

Are there other ways to gather survey information?

(Example: phone survey, mail survey?)

Marketing

4-H

Market Research
continued

Strung Together (15 minutes)

PURPOSE: To reinforce the definitions of Market Research tools and to develop skills in teamwork.

Place each of the 'props' from the above activity in a different corner of the room. (*Note: It should be a fairly spacious room, but small rooms will also work.*) Add one additional item — a small mirror or other object — to represent OBSERVATION. Now ask the group to form a huddle in the centre of the room.

Tie a rope around the huddle so that the rope is looped tightly enough to hold the people close together, but not so tightly that movement or breathing becomes a problem. Wrap the rope around the group several times to give members the sensation of being tied together.

Now present the following scenarios and ask the group to move toward the market research tool that they feel would be most appropriate to gather the desired information. (*Note: More than one of the methods may apply to the given scenarios.*) Teamwork and group discussion should be encouraged.

Scenarios

1. A restaurant would like to know how you felt about the service of their waiters and waitresses. (e.g. SURVEY)
2. A T-shirt company is looking for new logos for their summer product line. (e.g. OBSERVATION)
3. Sky High!, a kite company, is looking for a location to set up a shop where there is no existing competition. (e.g. INTERNAL INFORMATION)
4. A soft drink manufacturer wants to know if its customers prefer a new product over its traditional cola (e.g. EXPERIMENT)
5. A fall fair board plans to expand the activities it offers to respond to the interests of its visitors. (e.g. OBSERVATION)
6. A youth camp is hoping to get established in an area with a high population of young people. (e.g. INTERNAL INFORMATION)
7. A soap company wants to compare its product's effects on dry skin with that of its biggest competitor. (e.g. EXPERIMENT)
8. A 4-H club is looking for feedback on an event that it hopes to repeat in future years. (e.g. SURVEY)

Marketing

4-H

Market Survey (30 minutes)

Place the questions from **Survey Example ~ The Wrong Idea!** (below) on a large board or flipchart where all can see them. (*Note: If space is restricted, place questions in front of the group, one at a time.*) Ask members to indicate what is wrong with each question. Use a coloured marker to correct and/or improve each question as you go along.

Survey Example ~ The Wrong Idea!

1. "Hi! Could you complete this survey?"
IDENTIFY YOURSELF AND THE GROUP YOU REPRESENT.
2. "I don't know what this is going to be used for, but I'm sure it'll help us. Better get started...it looks like it'll take you quite a while to answer all these questions!"
DESCRIBE HOW THE SURVEY INFORMATION WILL BE USED.
3. Write a short essay describing the strengths and weaknesses of the event and the entire 4-H program.
PERSON SURVEYED WILL NEED MORE DIRECTION AND SIMPLICITY.
4. On a scale of 1 to 35, (with 1 being lousy and 35 being fantastic), how would you rate these 20 aspects of our event...?
QUESTION IS LONG & COMPLICATED.
5. Do you understand 4-H? Why or why not?
IT IS NOT CLEAR WHAT INFORMATION YOU ARE SEEKING.
6. If 4-H were to become more available in your community, that is, closer to your home and offered more frequently through the year, would you want to become involved and how could you do this? Be sure to include the names of everyone you know in 4-H and everything you know about the 4-H program.
QUESTION IS DIFFICULT & COMPLICATED.
7. Would you like to know more about 4-H?
WHERE CAN THEY GET MORE INFORMATION?

Survey Example ~ On the Right Track

1. "Hello. My name is Wendy. I represent the _____ 4-H Club."
2. "We would appreciate it if you could take a few moments to respond to a few short questions. This information will be used to help improve this event in future years."
3. Please use the boxes below to check the appropriate information: (age boxes, etc.)
Age: 10-19 20-29, etc.
Sex: Male Female
4. On a scale of 1 to 5 (with 1 being 'needs improvement' and 5 being 'excellent'), how would you rate the following...?

Circle one: 1 2 3 4 5
5. How did you hear about this event?
6. Have you or your friends and family ever been involved with 4-H? If so, how?
7. Other questions related to the event and marketing 4-H...
8. Thank you for your assistance. If you would like more information about the 4-H Program, please indicate your name, address and phone number at the bottom of this page. Otherwise, you may contact our Leader at...

Marketing

4-H

Now guide your club in the preparation of a **Market Survey** that can be used to give feedback on your Achievement Program Activity and to assist the marketing efforts of the 4-H program. Before developing the survey, the club should decide if they plan to distribute paper copies of the survey, or if they will have members circulate and ask the questions directly, in person. (*Note: Consider strengths and drawbacks of each method.*)

Be sure to review pages 19-20 of the *Members' Manual (Surveys)* before completing this activity.

Use the survey to address the elements of the Marketing Mix and to get input on how these might be improved. **Key topics** to address include:

- How people find out about 4-H in your area;
- How people find out about 4-H events & opportunities;
- Other marketing venues that can be explored.

If possible, have one of your members prepare the survey on a word processor and bring copies to the next meeting. Once approved by the club, this survey may be used to gather feedback on your Achievement Program Activity.

Achievement Program Activity (30 minutes)

Use this time to plan and prepare for your Achievement Program Activity.

Before the Next Meeting (5 minutes)

Ask each member to:

- Cut out at least one magazine or newspaper promotional item that grabbed his/her attention, effectively getting the message across.
- Bring his/her findings to the next meeting.

Digging Deeper (optional)

Members may wish to use this as an opportunity to gather specific information to assist in the planning of the Achievement Program Activity.

Invite senior members to hold a **focus group meeting** (or series of focus group meetings) with a chosen segment of the target 4-H market. Members could combine efforts and hold one focus group together, or they could each hold an individual focus group meeting of their own. Assist members in the preparation of the meeting format and content. (*Note: Refer to the Digging Deeper supplement for Meeting 4.*) Help them to select suitable participants. Ask members to compile their results and to present this information at a future meeting (or at the Achievement Program).

Field Trip: Next Meeting (optional)

Inform and/or remind members about the plans to tour a local media station (or production company). Ensure travel arrangements are confirmed and that the meeting time and directions to get there are clear.

Meeting 5

Public Relations & Promotion

Objectives

- To understand the important role that publicity can play in a marketing program;
- To explore various methods of generating publicity;
- To acquire the skills necessary to design & execute an effective publicity campaign.

In a Nutshell

Roll Call	5 minutes
Field Trip	<i>Optional</i>
Bingo!	30 minutes
Your Best Foot Forward	15 minutes
Judging Activity	30 minutes
Achievement Program Activity	35 minutes
Before the Next Meeting	5 minutes
Total Time	120 minutes
Digging Deeper	<i>Optional</i>

Preparation & Equipment

Field Trip -	Contact media station and arrange tour logistics. Set date & time; arrange travel with club.
Bingo! -	Paper for bingo grids (<i>previously used on one side is fine</i>)
Judging Activity -	4-H Judging Handbook (4-H-1550-91)
Achievement Activity -	Flipchart paper and markers

Roll Call (5 minutes)

- ★ Name a publicity stunt that has influenced you in some way. Was it effective? Why?

Marketing

4-H

Field Trip (optional)

PURPOSE: To expose members to an outlet that provides publicity opportunities.

A field trip to a local media station (e.g. radio or television) or production company might be just what you need to launch this topic and inspire your members. Contact a conveniently located company whose activities would be of interest to your members. Ask for a tour leader who could introduce the topic of **promotion** while responding to some of the following questions:

- What types of media does your company provide?
- Who is your audience?
- What types of promotional opportunities are available through this outlet (that is, for profit and non-profit organizations)?
- What type of information do you distribute? (**Example:** advertisements, interviews, key news stories, other...)

Be sure to describe the 4-H program, club and membership to the tour leader. This will ensure that the information given is relevant and geared appropriately to the age and interests of your members. Before you visit the station, ask members to come up with their own questions for the tour leader.

After the tour has been completed, ask one of your members to thank the tour leader and to present him or her with a token of thanks.

Follow up the tour
with a thank you note!

PURPOSE: To familiarize members with promotional terms.

Bingo! (30 minutes)

Activity: (15 MINUTES)

Ask each member to draw a Bingo grid (that is, 5 rows across and 5 rows down) on an 8-1/2"x11" sheet of paper. Now ask them to write in the following terms in any space they choose. (*Note: The square at the very centre is a freebie; put a star here.*)

SPECIAL EVENT	PRESS RELEASE	GOODWILL	NEWSPAPER ARTICLE
PROMOTIONAL KIT	COMMUNICATION	RADIO PROGRAM	NEWSLETTER
TEAM MORALE	POSTER	FLYER	FEEDBACK
DISPLAY	MURAL	PLAN	ADVERTISEMENT
SLIDE SHOW	WORD OF MOUTH	BROCHURE	PUBLIC RELATIONS
BUDGET	BUSINESS CARD	PROMOTION	TIMELINE

Next, call out the words in any order and ask members to cross out the words as they hear them. The first person to get an X (that is, 2 lines, corner to corner) shouts, "Bingo!"

Marketing

4-H

Discussion: (15 MINUTES)

Lead members in a discussion of the terms on their cards. Discuss how items interrelate and how each contributes to the promotional aspect of a marketing plan. (*Refer to the information in Meeting 5 of the Members' Manual.*) The following questions may assist you in prompting the discussion.

1. What items could be used to promote the 4-H program?
2. What is a Promotional Kit? How could this be used to market the 4-H program?
3. What is Word of Mouth? How can it help or hinder your marketing program?
4. What terms could be used to describe Public Relations?
(**Examples:** goodwill, communication, team morale...)
5. What is a press release? How is it used?
6. Other questions:

Your Best Foot Forward (15 minutes)

Ask members to name 5 advertisements that they saw on television (or in print) in the last week. Do they remember the:

- Product?
- Brand?
- Message?

Discussion

Use the information given in Your Best Foot Forward (*page 26 of the Members' Manual*) to moderate the following discussion. Try to encourage discussion (and development of the topic) between the members (rather than between individual members and yourself). A senior member might be able to assist you with this task.

1. Which advertisements did you find most effective? Why?
2. Which advertisements were least effective? Why?
3. Were you able to determine the 4 Ps from the ads (that is, PRODUCT, PRICE, PROMOTION and PLACE)? Why or why not?

Judging Activity (30 minutes)

follow-up to **Before the Next Meeting - MEETING 4**

Use the ideas in *Your Best Foot Forward* (page 26 of the *Members' Manual*) to set judging criteria for promotional materials. (Note: The ideas found in the *Members' Manual* can be your starting point, but encourage the club to expand on these.)

Post the group's defined criteria where all can see them.

Now ask members to bring forth their promotional materials gathered after the last meeting. Organize a judging class. Refer to the *4-H Judging Handbook* (4-H-1550-91) for further information on judging. This handbook can be obtained from your OMAFRA contact.

Achievement Program Activity (35 minutes)

Develop a promotional plan for your Achievement Program Activity. Use the information provided on page 24 of the *Members' Manual* to assist you.

Create a chart that responds to the questions:

- **What** is the promotional activity / tool? ★
- **When** will this activity be performed? ★
- **Where** will it be performed (or through which media)? ★
- **Who** will do this?
(Who will take responsibility and delegate tasks to others? ★)
- **How** much will this cost? ★

Note: For each promotional activity, ask the group to designate a senior member (or other capable member) to oversee the activity and to delegate tasks as needed. Use any remaining time to get started on these activities.

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Before the Next Meeting (5 minutes)

Write a thank you note to someone who has assisted you, your club, or your family sometime in the past 3 months. Tell them that you appreciate their help and consideration and tell them how they've made a difference in your life (your club, your family, other...)

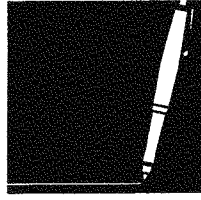
Work on promotional activities for the Achievement Program Activity. Ensure deadlines are met.

Digging Deeper (optional)

1. Have members **identify the local media outlets**.
(**Examples:** newspapers, magazines, radio and television stations)
2. They could **call or visit** these outlets to learn the following:
 - name of contact person, title, phone / fax / e-mail, address;
 - type of information used (e.g. stories, calendars, announcements, interviews, public service announcements, etc.);
 - who their audience is;
 - policies for submitting information (e.g. deadlines, frequency from one source, how information should be delivered, opportunities for interviews, word length, duration, etc.).
3. Have members **write a press release** about your upcoming Achievement Program Activity. In the press release, be sure to promote the overall 4-H program and to follow the guidelines and sample on page 14 of *Digging Deeper*.

Marketing

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More Marketing MEMOS

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Meeting 6

Special Events

Objectives

- To investigate the importance of special events in a marketing campaign;
- To explore various types of special events and their appropriate uses;
- To learn how to organize and co-ordinate a special event.

In a Nutshell

Roll Call	5 minutes
Introduction to Special Events	40 minutes
Achievement Program Activity	___ minutes <i>(as required)</i>
Wrapping It Up	10 minutes
Before the Achievement Program	5 minutes
Total Time	60 minutes
	+ Achievement Program Activity
Digging Deeper	<i>Optional</i>

Preparation & Equipment

Guest Speaker:	Invite guest speaker; explain the intent & suggested procedure for this activity
Introduction to Special Events -	
	Club members should be prepared to present the Marketing Plan

Roll Call (5 minutes)

- ★ What types of special events are held in your area?
What causes or marketing programs do they support?

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Special Events
continued

Guest Speaker ~ Introduction to Special Events (40 minutes)

1. Invite a co-ordinator of a local, successful special event to **facilitate** the introductory portion of this meeting. Your local Chamber of Commerce, fall fair board or chapter of a charitable organization may be able to direct you to a suitable resource person to assist with this activity.
2. Invite your guest speaker to give a **presentation** on his or her event and to address the following topics:
 - elements of planning & co-ordination that helped make our event 'special'
 - types of events and their appropriate uses
 - considerations regarding environment, features and activities
 - event mechanics: how to plan and organize a special event
 - publicity considerations of event planning
 - other.
3. In particular, ask your guest to address the overall marketing objectives of special events and **how they achieved their own objectives** with their own special event.
4. Invite two of your members to **present your Marketing Plan** for the Achievement Program Activity. This presentation should be brief and should have been prepared in advance. Ask your guest to critique or give suggestions regarding your event.

Note: This may be done through a discussion led by your guest ~ prompting the members to critique the event and to note feasible alterations.
5. Invite one of your members to come forward and **thank your guest**. A token of thanks may be given as well. Follow this up with a written thank you note.

**Don't forget to send
a thank you note
to your guest speaker!**

Achievement Program Activity

(__ minutes ~
as required by club)

Use this time to complete the tasks associated with your upcoming Achievement Program Activity. Go through your Marketing Plan and revise any items as needed (*see discussion item #4, above*). Ask members to note the progress they have made on their selected tasks and to put forth any of their work for the group to review.

If some members have difficulty in completing their tasks, assist them in delegating to others.

Marketing

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Special Events
continued

Wrapping it Up! (10 minutes)

Project Completion

A *Certificate of Completion* and a *Project Summary* have been included in this Guide, pages 55 and 57. Your signature on either of these indicates that you believe the member has completed the project to the best of his/her ability. Space is provided for you to add some individual comments offering encouragement to the member.

The *Project Summary* sheet also asks for written feedback from the member and his/her parents or guardian(s). (*The questions on this sheet have been selected from the informal evaluation sentences, listed below.*)

Select whichever sheet best meets your needs and make copies for the members.

It is recommended that the certificates *not* be awarded until the Achievement Program.

Informal Evaluation

Take a few minutes at the last meeting to conduct an informal evaluation with the members. One way to do this is to ask them to complete one or all of the following sentences:

- I joined this club because...
- I really enjoyed...
- I didn't enjoy...
- I had a hard time...
- My favourite meeting activity was...
- My least favourite meeting activity was...
- If I was to take this project again, I would change...
- I learned...
- I've changed...
- I'm glad...

THANK YOU
for being a
volunteer
4-H Leader!

It Worked For Us!

Your experience in leading this club would be helpful to another leader in your area. You are encouraged to make some comments about the project, what resources you discovered locally and the members' feelings about the project and pass on this information to your 4-H association.

The Resource Development Subcommittee of the Ontario 4-H Council is interested in your comments, too. Their address is in this Guide on page 9.

Before the Achievement Program (5 minutes)

Finalize any outstanding details of your Marketing Plan with respect to your upcoming Achievement Program.

Prior to the event, hold a short meeting with the overall group involved. This will ensure that all are aware of their responsibilities and that they know how to perform the required tasks.

Use this as an opportunity to revisit your task lists and deadlines (*see Developing Strategies from Meeting 3*).

Digging Deeper (optional)

Volunteer for a fundraising cause of your choice. A special event fundraiser would give you an excellent opportunity to learn about fundraising and special events. Contact a local co-ordinator to arrange a meeting. Ask him or her to fully describe the cause and any past or ongoing fundraising activities.

If this cause coincides with your own interests, ask to volunteer at a fundraising event. Try to be involved in as many components of the event as possible. This will give you a broad exposure to the types of tasks involved and how they are co-ordinated.

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Project Summary ~ Marketing

To be completed at the end of the project

A. Member Comments

1. I joined this club because _____

2. I really enjoyed _____

I didn't enjoy _____

3. If I was to take this project again, I would change _____

4. I learned _____

5. I'm glad _____

B. Parent/Guardian Comments: _____

C. Leader Comments: _____

This project has been completed satisfactorily.

Member _____ Leader _____

Date _____ Leader _____



Marketing

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CONGRATULATIONS
ON SUCCESSFULLY COMPLETING
THIS 4-H PROJECT!

Date

Club Leader's Signature