

# Marketing

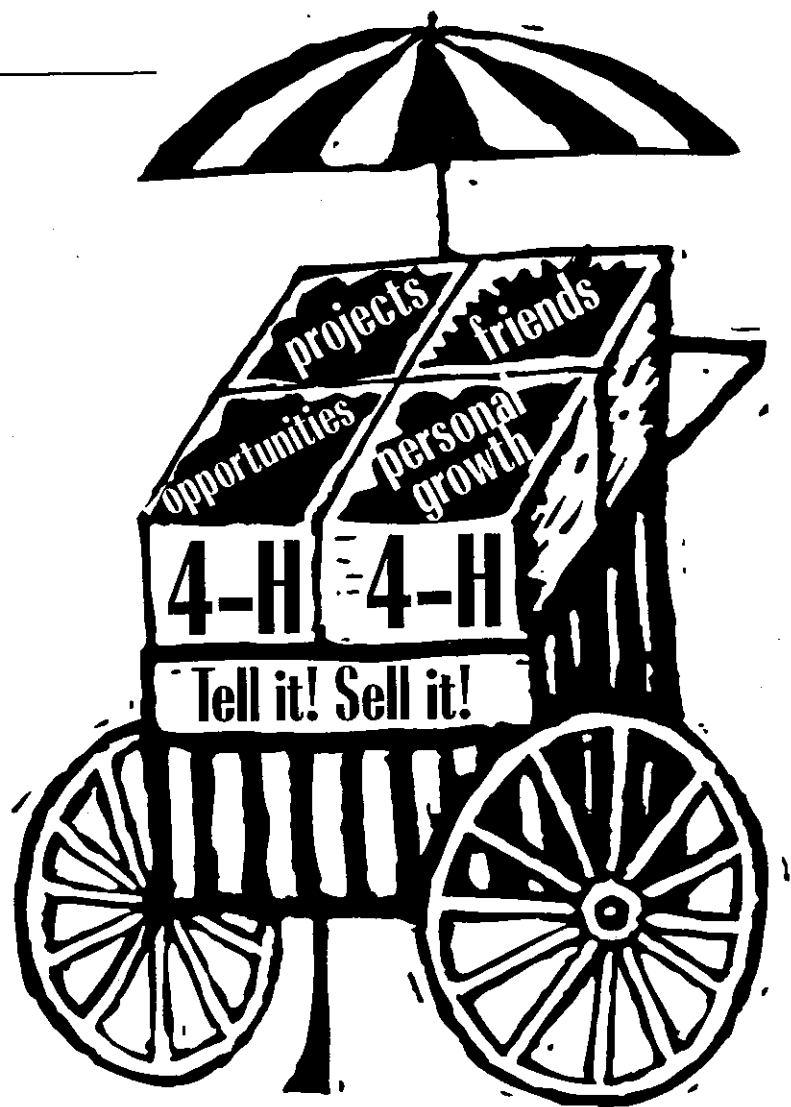
4-H



Name \_\_\_\_\_

Age \_\_\_\_\_

Club \_\_\_\_\_



**4H**  
Ontario



Ontario 4-H Council

 Ontario

# 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!"

This project was written by Jennifer Bailey, Toronto for the Ontario 4-H Council.  
Design & layout by Darene Yavorsky, The Word & Image Studio, Hensall.

## Special thanks to the Advisory Committee:

Sherry Boyce-Found	<i>4-H Resource Specialist</i>	Guelph
Karen Cornell	<i>Ontario 4-H Council</i>	Delaware
Louise Fraser	<i>4-H Volunteer Leader</i>	Thunder Bay
Elinor Humphries	<i>Director of Development, Ontario 4-H Council</i>	Brampton
Stephen West	<i>4-H Member</i>	Bradford
Lorna Wilson	<i>Ontario 4-H Council</i>	Georgetown
Doreen Collins	<i>Marketing Consultant</i>	Guelph

© Copyright Ontario 4-H Council and Queen's Printer for Ontario, 1998.

ISBN 0-7778-7556-X

This project was jointly funded by:

The Ontario 4-H Council and Ontario Ministry of Agriculture, Food and Rural Affairs

 **KIDS HELP PHONE**  
**JEUNESSE, J'ECOUTE**  
**1-800-668-6868**

# Marketing

4-H

## Contents

Welcome .....	page 2
Objectives .....	page 2
General Requirements .....	page 2
Get Involved! .....	page 3
Meeting Schedule .....	page 4
Marketing Mix .....	page 5
Marketing Review .....	page 9
Marketing Plan .....	page 13
Market Research .....	page 17
Public Relations & Promotion .....	page 21
Special Events .....	page 29



**Learn To Do By Doing**

## Welcome

If you've picked up this manual and you're reading this sentence, you're probably convinced that 4-H is a good place to be...and for good reason!

With a brand new set of marketing tools, Marketing 4-H puts your skills into action — marketing the 4-H program. This project helps you spread the word about why you want to be a 4-H member. Marketing 4-H will give you the skills to share the 4-H experience — encouraging others to get involved!

Leading up to an exciting Achievement Program, you'll learn the ins and outs of marketing. Market Research, Public Relations and Special Events are just a few of the topics that you'll cover. This project will shed the hocus-pocus of difficult marketing ideas — leaving you with a simple, straightforward approach.

## Objectives

To introduce to you the skills and knowledge necessary to promote the 4-H program.

To reinforce the goals and objectives of the 4-H program which will guide you in your marketing activities.

To provide creative direction in forming a Youth Corps to develop and fulfill the marketing goals of the 4-H program.

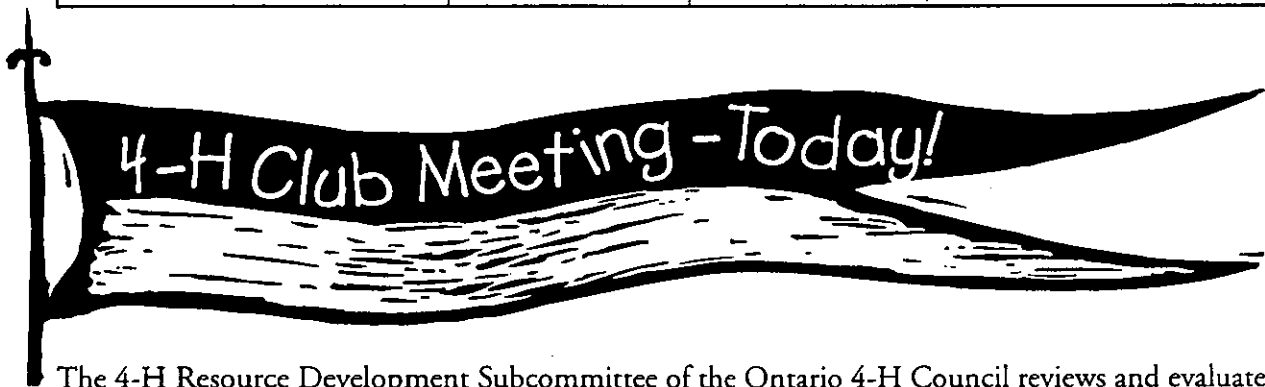
## General Requirements

A member will complete a project satisfactorily by:

- participating in at least 2/3 of his/her own club meeting time;
- completing the project requirements to the satisfaction of the club leader(s);
- taking part in an Achievement Program.



	DATE	TIME	PLACE
Meeting 1			
Meeting 2			
Meeting 3			
Meeting 4			
Meeting 5			
Meeting 6			
Achievement Program			



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  
Telephone/Fax: 1-800-937-5161  
E-mail: lduke@ntl.sympatico.ca

### Roll Call

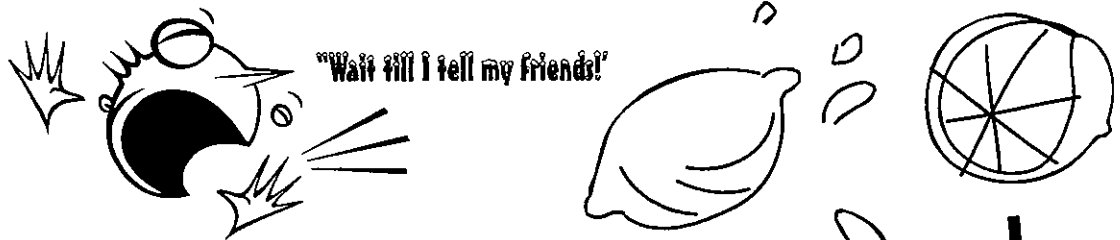
How do you currently market (or promote) the 4-H program?

### Matty

A stranger approaches. She sees him coming from far away. Long before she had ever seen or heard of him, she knew he would come...and that others would follow. Her pulse quickens and her mind races — struggling with the details of the arrangement she had made. The risks she had taken, the money she had spent — all depended on this one encounter with this one stranger.

He lopez toward her, his eyes squinting against the sun as he reads her sign. His body is covered with dirt, his face dripping with sweat, and he is bent over with exhaustion. He looks down and with the first traces of a smile, he reaches a tired hand into his pocket. She holds her breath and watches, wide-eyed, waiting for his words...

He gasps and, with trembling hand, wipes the sweat from his brow. A full smile now rests upon his face, as he announces: "Best lemonade I ever had!"

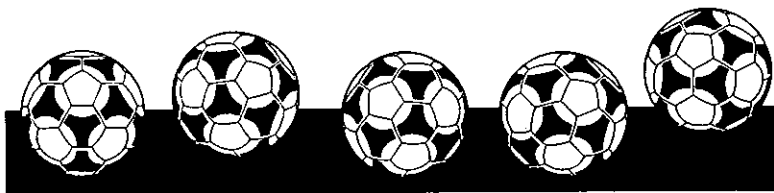


Matilda - or Matty for short - gives the jug a stir and prepares for the crowd. You see, today her home town is host to the OFSAA soccer championship and Matty has set up shop.

Matty lives directly across the street from the town's best soccer field; conveniently, Matty has a knack with lemons.

A few posters, a dip into her savings, a little shopping and a whole lot of lemons later,

Matty is the owner and operator of the soon-to-be busiest lemonade stand that ever was.



**S O C C E R** makes thirsty athletes...

## The 4 Ps

What's going on here? Simply put, I suppose we could call it marketing. "Marketing? You mean setting up a stand and selling lemonade?" Well, not quite. Marketing is a broader term, standing for more than just selling.

Marketing starts long before the ring of the cash register and continues long after.



CHA-CHING!



At its fullest, marketing can be described as the process of:

1. creating a **product**, then planning and carrying out the
2. **pricing**
3. **promotion** and
4. **placement** (or **distribution**) of that product.

To simplify, let's go back to Matty's lemonade. Marketing starts with someone, somewhere, coming up with a bright idea.



This marketing idea clues in to the needs (or wants) of a person or group.

Next comes a creative solution to satisfy these needs or wants. In Matty's case, the need was a thirst-quenching drink for the players in the soccer tournament; the solution, or **product**, was lemonade.

Matty kept track of her investments of time and money and came up with a **price** that was fair to herself and to her customers.

She **promoted** her product with posters that she displayed near the soccer field.

Finally, Matty **placed** her product where it would be visible and easy to reach by her most likely and most-counted-on customers.



# Marketing

4-H

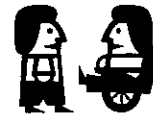
consumer  
customer  
buyer  
audience  
client  
prospect  
market segment



These are a few of the many ways you can refer to the variety of people who may purchase and/or use your product.

It is important to keep the purpose of Marketing in mind when making decisions surrounding product, price, promotion and place (or distribution). The end result should be the satisfaction of the customer (the person who buys the lemonade) and the producer (Matty). If both are content with the arrangement — that is, Matty enjoys her work and is recovering the losses to her piggybank, and the soccer player has quenched his thirst — they will be likely to repeat the exchange. This ongoing exchange is the very essence of Marketing.

**EXCHANGE** is the process by which two or more parties give something of value to each other, to satisfy their needs and wants.

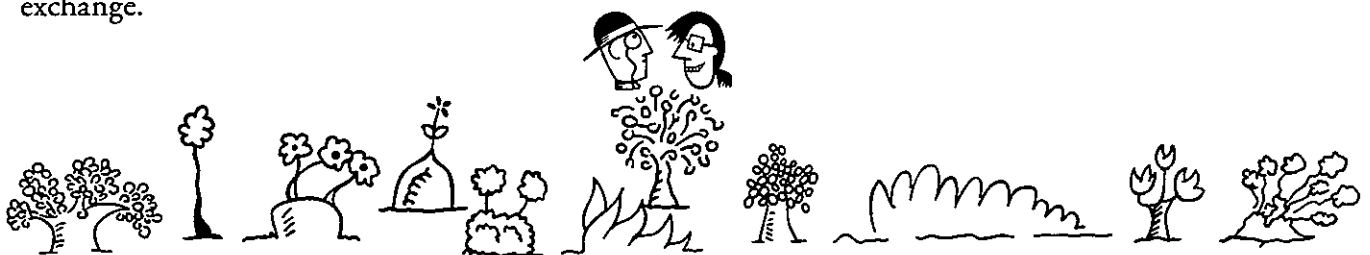


*(Marketing Management, Cronk, Kirkwood, Ryan and Stanley)*

## Non-Profit or Non-Business

Marketing is definitely about exchange, but not necessarily about selling. Think about the last time an advertisement caught your eye with a message about public health, the environment, or a community social program. These, too, involve marketing. Non-business and non-profit groups usually market products that are often services or ideas rather than goods. Marketing is just as important with these groups as it is with any business.

Take, for example, a non-profit group whose aim is to inform people about the importance of sustainable environmental practices. This group offers the product of information in exchange for a change in a person's behaviour, and possibly for volunteer or funding support to help the group maintain its operations. The group's ongoing operation and success will depend on the continuation of this type of exchange.



## Before the Next Meeting

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


Members should be prepared to respond to the following questions.

- Who are the potential customers?
- What type of product is being marketed?
- Describe the organization marketing the product.
- How could the organization determine if its advertisement is successful?

WHO'S WHO IN 4-H?

## Marketing Moment

*Who's who in 4-H?*

- ★ Andrea Hunter, Peterborough's gold medalist of the 1992 & 1994 Canadian Women's Hockey Team
  - ★ George Fox, 1993 Country Music  Singer of the Year
  - ★ Noble Villeneuve, Ontario Minister of Agriculture
- just a few of the many successful faces who've been through the 4-H program.

*What do the 4-Hs mean? Head, Heart, Hands and Health*

## 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."

### Roll Call

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.

### Where Are You?

You are here!



WHERE AM I?

That's what the Marketing Review tells you — and that's not all.

The Marketing Review is your first step in taking stock of who you are and what you have to offer.

It is a process that guides you through an in-depth look at your current situation. Then, knowing yourself and your operation inside out, you'll be able to make informed decisions about how you can meet (and exceed!) your customer's expectations.

A Marketing Review asks questions like the ones on the next page. It challenges you to investigate and understand the nitty gritty of what you do and what you represent. Its importance becomes clear when your marketing program comes face to face with your customers (and potential customers).

For instance, a fundraising team would have quite a time convincing you to support their cause if they couldn't tell you what that cause is and why *they* support it.

In the same way, your Marketing Review will give you a firm background of solid information. With the Marketing Review at your side, you'll be able to make decisions and act with confidence and direction.



I know EXACTLY where I'm going!



*Why do I support this cause?  
Hmmm...*

# Marketing

## 4-H

### Who you are and what you do:

In what year were you established?

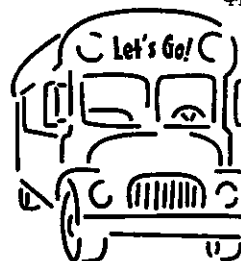
- What is your mission or purpose? (What problem do you help solve?)
- What is your vision? (Your long-term goals?)

### Product:

What is your product?

- What makes it unique and/or better than others of its kind?
- Do you have new products being created?
- How is your product packaged or presented?

When asked what products are being marketed by 4-H Ontario, one group of participants responded:



- Personal development (42%)
  - Fun & friendships (22%)
  - Knowledge & experience (15%)
  - Quality image (10%)
  - Trips & Opportunities (10%)
- WHAT PRODUCT ARE YOU MARKETING?

### Place:

Where is your product available?

- What are the limits or weaknesses of its distribution?
- What are the strengths of its distribution?

The Ontario 4-H Council has information to help you market the 4-H program in schools.



### Customers:

Who are your customers?

What problems do you help them solve?

When asked WHO should be targeted in a 4-H marketing plan, one group of participants responded:

- Youth (45%)
- Volunteers (17%)
- Organizations (15%)
- Sponsors (15%)
- Parents & Families (8%)



WHO WILL BE YOUR TARGET?

### Challenges:

Who is your competition?

- How do you (or can you) co-operate in promoting this type of product?



One group of 4-H participants thinks that the challenges of marketing the 4-H program are:

- FINANCES • VOLUNTEER TIME • FARMER IMAGE • OTHER YOUTH ACTIVITIES
- WHAT DO YOU THINK?

### Marketing and Promotion:

How is your product being promoted?

- What would happen if no marketing action is taken?
- What opportunities are there if marketing action is taken?

Check out the new 4-H brochures: *Become a 4-H Member* and *Become a 4-H Leader*. Backgrounders on the new 4-H program, these brochures offer a variety of information on what 4-H is all about, and how you can get involved.

The list above is simple and to the point. Feel free to beef it up a bit with a few extra questions that you feel you and your team need to answer.



Go ahead! Beef it up!

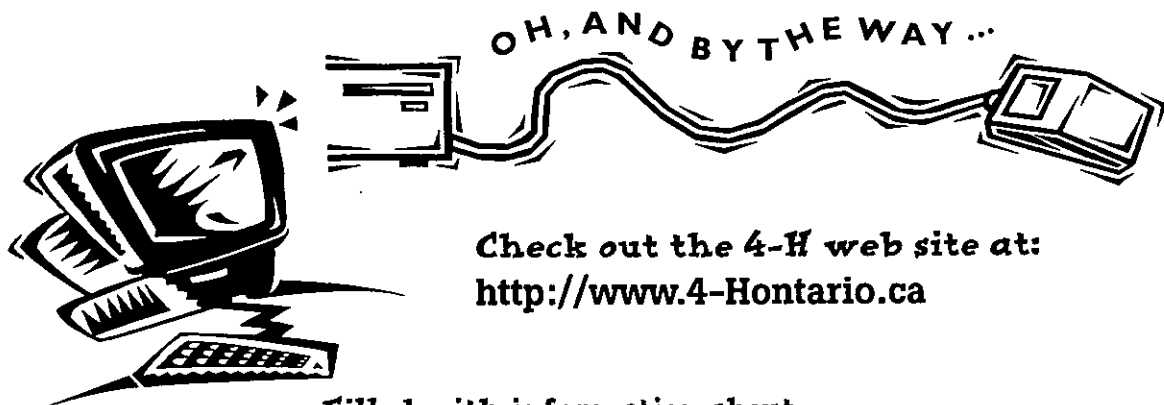
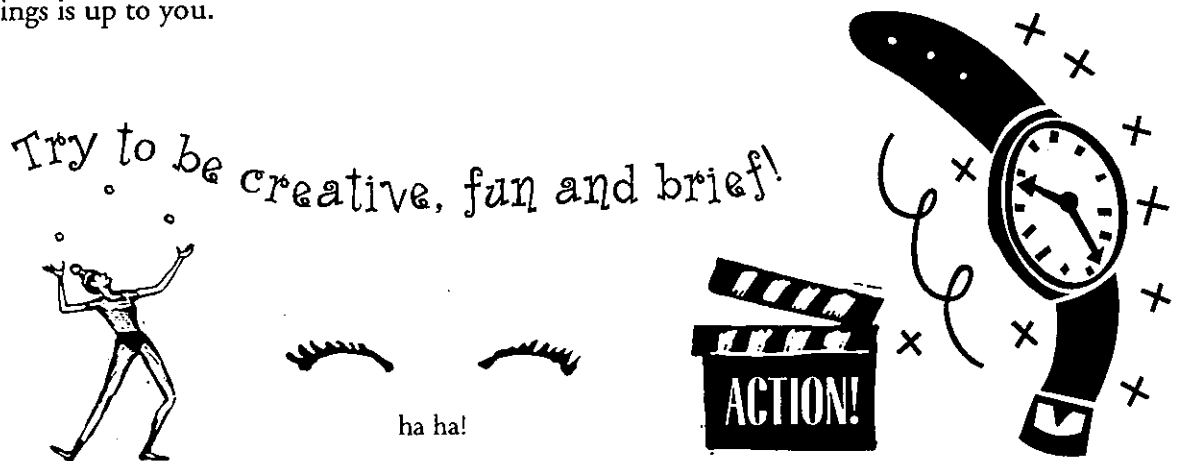
Try to update and review your answers every time your situation changes (for example, your product undergoes a slight change or new competition moves onto your turf). This will enable you to be pro-active with your marketing program — that is, to stay ahead of your marketing decisions by predicting what might happen and by acting while there is still plenty of time.

## Before the Next Meeting

Conduct an interview with a marketing figure in your community whom you respect. Special event coordinators (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:

- What is the title of your occupation?
- Describe your job.
- What is the introductory salary level for this type of work?
- What are the employment opportunities for youth in your organization?
- What type of education and experience are required to perform this type of work?
- 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.



Filled with information about exciting opportunities that 4-H has to offer, the web site also provides members with a place to connect, keep in touch and share ideas!

# *Marketing*

4-H



## **Marketing MEMOS**

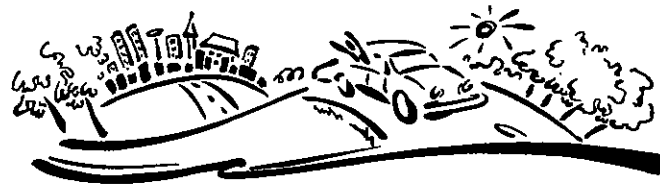
## Roll Call

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

## Setting a Course

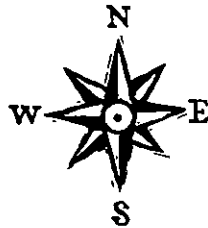
With your Marketing Review in hand, you're now ready to leap into the planning stages of your marketing program. After clearly assessing what you have to offer, you can set a course for where you'd like to see your marketing program headed. This course is referred to as the Marketing Plan. Your Marketing Plan will help you to focus on where you intend to go and how you intend to get there.

Your Plan is like a route map for a journey with a set destination.



Its directions may be referred to whenever you find yourself lost or off track. It may also be used as a reference for new team members who want to support you in your marketing adventures.

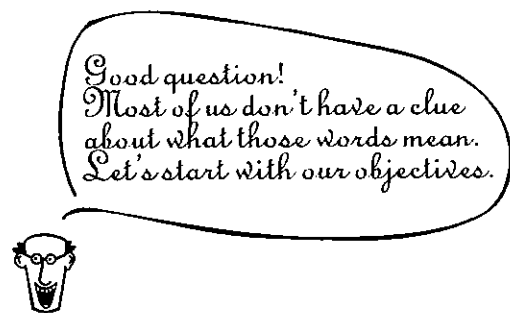
*If you have set a personal course for pursuing higher education, check out these scholarships available to 4-H members.*



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

These are questions that should run through your mind throughout the planning process. Use them to guide you in the preparation of a Marketing Plan that outlines your objectives, goals and strategies.

Federated Women's Institute of Ontario PROVINCIAL SCHOLARSHIPS & MACDONALD AWARDS as well as the HARVEST TRUST 4-H SCHOLARSHIP, the CO-OPERATORS 4-H SCHOLARSHIP AWARD, IVOMEC SCHOLARSHIPS and the FARM CREDIT CORPORATION SCHOLARSHIPS
---



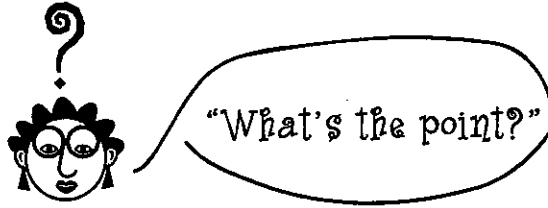
# Marketing

## 4-H

### Objectives

Objectives mean what we are trying to accomplish.

Another way of saying this is:



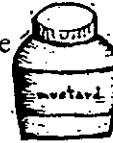
Whether it's to:



• eliminate hunger

• improve reading skills

• or sell more hot dogs...



AaBbCc

... our objectives need to tie in to the overall purpose of our organization.

For example, if the purpose of your school's recycling committee is to reduce waste,



one of your objectives  
might be  
to educate your friends  
about the alternatives  
to throw-away products.

To make your job easier,

objectives must be:

- 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.

Most importantly, **your objectives should be measurable.** How will you know if you're making any progress if you can't keep tabs on your performance?

A measurable objective can be described according to:

- a number (\$30 earned from lemonade sales),
- a rate (\$5 an hour raised from lemonade sales), or
- a time or a deadline (\$30 raised by later this afternoon!).



You may come up with your own method of tracking how you're doing; just remember to describe your objective in a way that will help you to keep track.



# Marketing

## 4-H

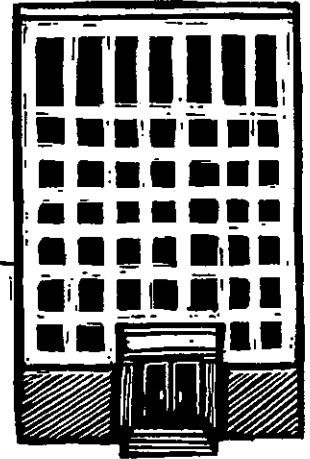
### Goals

In the case of the Marketing Plan, 'Goals' follow 'Objectives'.

Goals are the steps we need to take to reach our objectives.

If your objective is to sell more lemonade, one of your goals might be to make your lemonade stand easier to reach by potential customers.

Boy, am I thirsty!  
Wish there was a  
lemonade stand  
around here...



Setting a deadline is as important as the goals themselves. This helps us to get the job done and, again, gives us an idea of what kind of progress we're making.

### Strategies

Strategies nip at the heels of our goals. They describe how we plan to accomplish our goals.

Looking at the example above, you might make your lemonade stand more accessible by setting up shop directly beside your local soccer field right before a game. But don't stop there! Just as many goals may be used to complete one objective, you may also outline many strategies to complete one goal.



Remember the questions up top: **WHAT? WHERE? WHEN? WHO? HOW MUCH?** Keep these in mind as you set your objectives and goals, but put them on paper when it comes to setting your strategies. This will make getting the job done a whole lot easier.

But wait! There's more! No Marketing Plan is complete without a budget and a short statement about why you will succeed.

The budget outlines what your marketing efforts will cost.

If you're looking for outside support, or just trying to keep the facts straight, a budget statement will set the boundaries for your expenses.

Why will you succeed? I don't know — you tell us. We want to believe in you just as much as you believe in yourself. Tell us you've got what it takes!

# Marketing

## 4-H

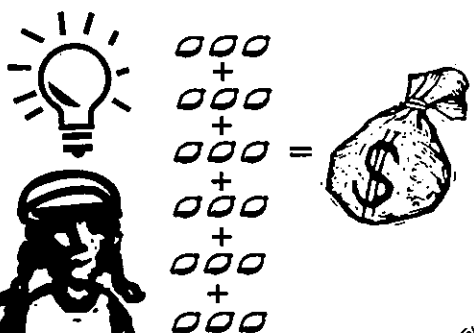
### Before the Next Meeting

- 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 warrantees 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, and
  - 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.)*

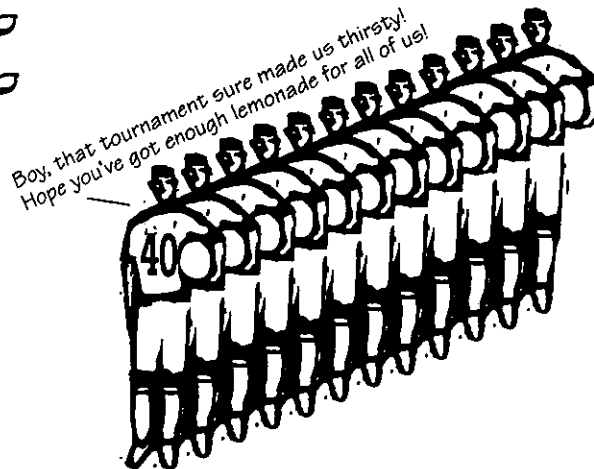
**ONE SECRET OF SUCCESS: LOCATION! LOCATION! LOCATION!**



Norfolk area held a First Aid for Kids course. The course included 6 hours of first aid training & practice sessions plus visits to an ambulance depot. Resource costs were divided between members and the Norfolk 4-H Association.



The Durham East 4-H Association sells canvas bags sporting the 4-H Ontario wordmark. They are perfect for lunch bags, holding a special gift, thanking guest speakers, delivering a 4-H press release and other promotional items to the media...



Throughout this project, you may occasionally feel the need to step outside of yourself for a moment.



This is an important part of marketing and it leads you to develop what is referred to as **CUSTOMER IMAGINATION**. Marketing, as we know, is about meeting a person's needs or wants. Well, what better way to do that than to step inside his or her shoes and go for a short stroll?

As a marketer, you need to convince people that your product is something they need. (You'll have quite a time doing that if you don't already believe it yourself.) Use your customer imagination to learn what the customer wants and needs. Then use your thinking cap to come up with the solution.

### Roll Call

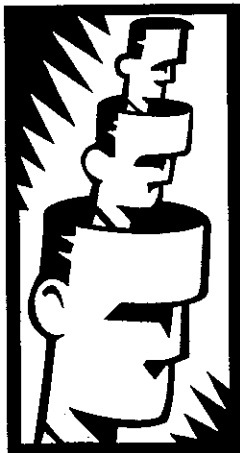
Display your survey or comment card to the group.

- 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.

### Market Research

Market Research is one sure way you can get the latest scoop on what your customers are thinking. Market Research is about asking questions and, more importantly, getting answers. When used in the right way, it can help you get inside of your customers' heads to see your product (and their needs) through their eyes.



This information can be very useful when you're making decisions about your marketing program. In considering any of the **Four Ps** (you remember: **PRODUCT, PRICE, PROMOTION** and **PLACE**), any changes you decide to make may result in improved customer satisfaction. On the other hand, your customers may not support the change and could respond by taking their business elsewhere.

Market Research gives you the information you need to take the hunches out of your decision-making.

More information, in the case of your marketing program, means less risk (and less chance of losing customers!).

Ready to move on? Let's talk about the how-tos of Market Research.

# Marketing

## 4-H

### #1 - Start with a question.

Clearly define the question that you would like answered.

Usually, your question will focus on elements of the Marketing Mix.

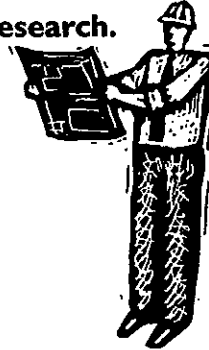
Your overall question may be broken down into several, simplified questions, depending on the type of research you do (See #2, below.)



### #2 - Choose a method of conducting your research.

Internal data, surveys, experiments and plain old observation are a few ways you can consider.

See next pages for an explanation of some of these methods.



### #3 - Convert your research findings into more meaningful terms.

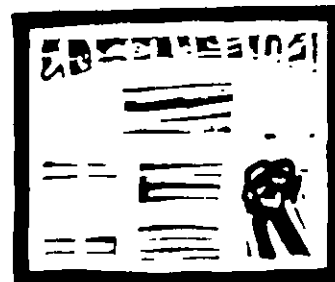
Once you have your results, use them to state the answer to your original question.



### #4 - Prepare a report and make recommendations.

Outline how you conducted your research and summarize your results.

Use the results to give recommendations regarding your marketing program.

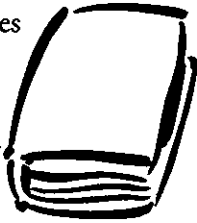


As a result of our Market Research,  
I recommend we do this...and this...and this...

## Inside Information (or Internal Data)

Market Research usually starts with the information that is easy to find. This information — or Internal Data, as it is known to marketers — can be found anywhere from the Yellow Pages to your local library.

It includes information that has already been collected and is there at your disposal.



It's usually free (or cheap) and is readily available.

One note, though:

Since the information was collected before your questions were asked, be sure that it's still up-to-date.

## Surveys

Surveys are the most common tool to conduct Market Research. This tool poses questions to a randomly selected group (that is, everybody has the same chances of being picked) which represents your overall customers (and potential customers).

To be effective, surveys should

- ask a **minimum number of questions** and
- follow the **K.I.S.S. rule** (Keep it simple, sweetie!)

The words you use are very important; therefore, your survey should be proofread and tested so you can iron out any flaws and avoid confusing the customer.

Surveys can be done on paper using

- tick boxes (YES or NO answers),
- ratings (“On a scale of 1-5, how do you find...?”), or
- long-answer questions.

They may also be done face-to-face or over the telephone through interviews.



## 4-H Product!

Competitions offer a fun way to get involved with other clubs and strut your stuff in the skills department.



The Amber Underwood Memorial 4-H News Report Competition, the Inter-County 4-H Dairy Judging Competition, the Royal Agricultural Winter Fair and Go For The Gold! test your knowledge & abilities and give you the opportunity to meet new people and make new friends.

## Marketing Moment!

4-H Members in Cochrane

have been successful fundraisers!

Members sold flower bulbs at a fall fair while demonstrating proper planting and care.

As well, the 4-H Association buys discounted garden supplies at cost and sells them at a retail price.



Regardless of how you pose the questions, your survey should follow the guidelines as outlined on the next page.

# Marketing

## 4-H

### Survey Guidelines

1. Identify yourself and/or your organization.
2. Ensure the person being surveyed matches your targeted audience (that is, customers and potential customers).
3. State the purpose of the survey — that is, why you're asking and how it will help you provide a better product.
4. Ensure questions are:
  - easy to understand
  - clear
  - objective (not leading the participant one way or the other)
  - necessary
  - direct
  - brief
5. Start with easy questions and progress to more difficult questions. Choose the order to create comfort and ease in responding to the questions.
6. Ask questions to ensure the participant is familiar with your product and/or has used your product.
7. Reword and repeat very important questions.

Hello! My name is Lois Lane and I'm calling on behalf of the Coolsville 4-H Club.



### Experiments

Experiments come in handy when you need to test a change to some aspect of your marketing mix before actually going ahead with it.

For example, should you decide to change the packaging of your product, you could distribute the proposed, newly-packaged product to one segment of your market and distribute the old standard to a separate, yet similar, segment of your market.

This experiment would enable you to compare sales and make a corresponding decision.

It is important that, when doing this type of experiment, you ensure that only one aspect of your product (or other marketing mix component) has changed.

This will ensure that the results are based on that one change alone and are not influenced by other factors.

### Before the Next Meeting

- 1) Cut out at least one magazine or newspaper promotional item that really grabbed your attention and effectively got the message across.
- 2) Bring your findings to the next meeting.



I can't wait to show the club this amazing advertisement!



Say, that's awesome!



At this point in your marketing exploits, you're confident about the ingredients in your Marketing Mix. It is now time to get the word out and let the world beat a path to your door. Public relations and promotion are two activities that will help you spread the good news about your product (and your organization!). Their main purpose is to appeal to customers and make them aware of the virtues (and availability) of your product.

### Roll Call

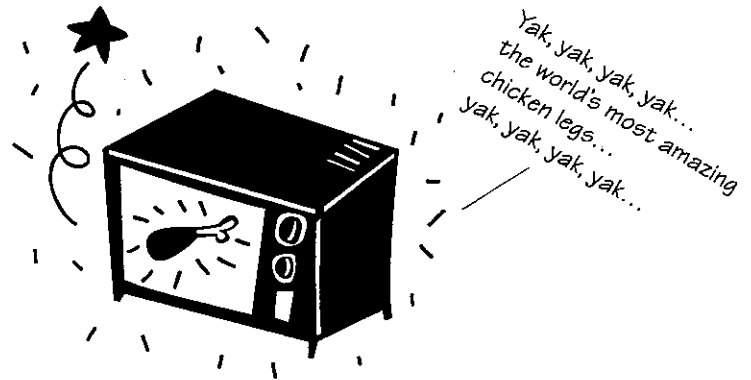
Name a publicity stunt that has influenced you in some way. Was it effective? Why?

### Public Relations

Prior to entering the world of Public Relations (or PR, for short), it is necessary to re-acquaint yourself with the big picture of who you are and what you have to offer.

Before you shout the merits of your product from the rooftops, it is wise to know that product (and its creators) inside out.

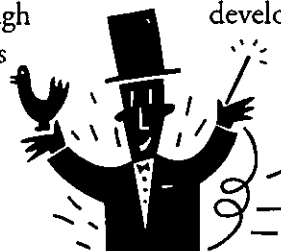
A return to the Marketing Review and Marketing Plan will effectively paint that big picture and will keep your objectives, accomplishments (and membership) at the fore of all your PR thoughts.



Public Relations is a type of publicity that links you and your product to the general public. Its purpose is to promote goodwill and communication between you and your clients, and between the members of your team itself.


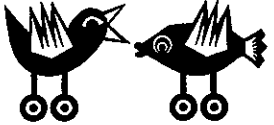
**Public Relations is about positive image.**

It attempts to generate good publicity and, when needed, to minimize any bad publicity that might come your way. PR accomplishes this through developing community awareness as well as morale among your club mates. It also fosters a sense of purpose — that is, to build a product you believe in and to market that product.



# Marketing 4-H

Okay. Now that we know **WHAT** Public Relations is,  
let's talk about **HOW** we can use it  
to get things done.



Think of your Marketing 4-H Club, or ALL 4-H participants for that matter, as a 4-H team. Team morale and purpose are supported by good communication.

Keep your 4-H team informed of upcoming events, newsworthy tidbits and other items related to their work and interests.

Every encounter your 4-H team has with the public will create an impression regarding your organization and its product.

A satisfied 4-H team will spread a positive message and will create a strong, lasting impression.

Community awareness is achieved through publicity actions that place your successes and accomplishments before the general public.

Open and on-going communication — with lots of feedback — is essential in promoting understanding and an overall feeling of goodwill.

Our club has been working hard to promote community spirit!



That's really good news!

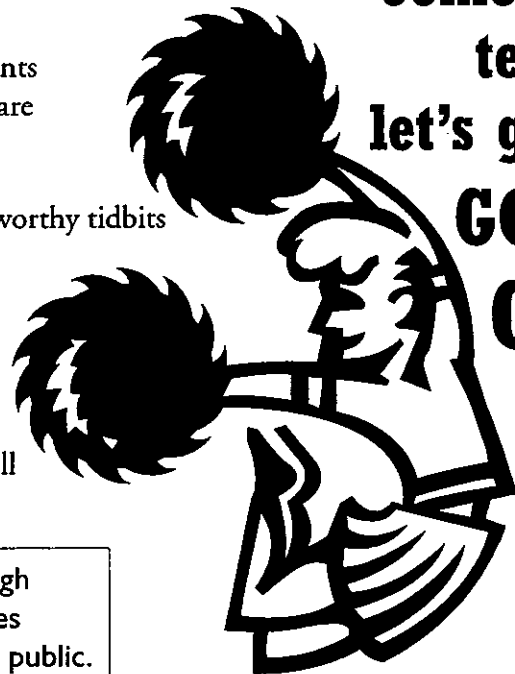


Giving your best customers, sponsors, 4-H club members and supporters a bit of recognition can go a long way.

Thanking the people who help you to reach your goals is an important part of Public Relations.

A thank you note, a short write-up in your newsletter or local newspaper, or a brief public word at a special event are just a few of the ways you can recognize a helping hand.

**Come on,  
team,  
let's go...  
GO...  
GO!**



Follow up all your verbal 'thanks' with a little extra notice. Great PR will be the result!



## Promotion

Promotion is usually the first thing that comes to mind when we speak of marketing.

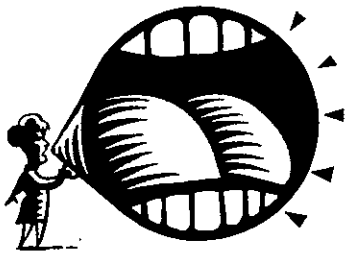
Remember: this is just one element of the Marketing Mix.

Its purpose is to communicate the existence and value of your product to potential customers.

Promotion is any activity you do to transfer information to boost the 'sales' of your product.



Again, it's about getting the word out about a good deal and a great product.



Advertising is similar to promotion in that it tells potential customers about your product.

Advertising is, however, usually targeted at a wider audience and a sponsor (in this case, *you*) pays for the communication of the information.

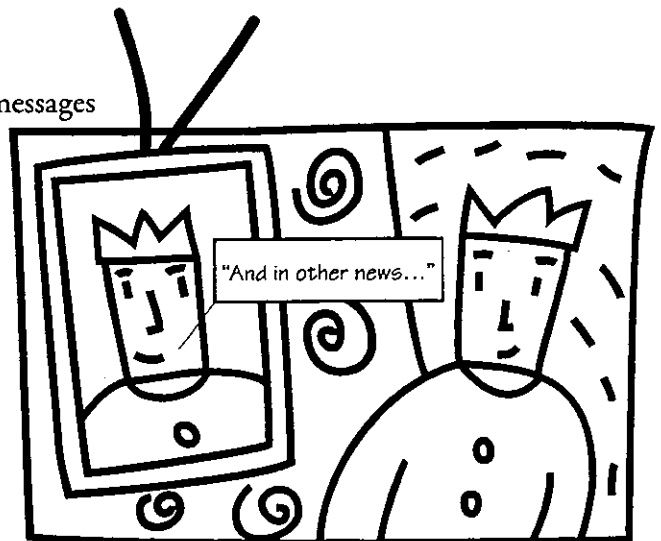
On the other hand,

promotion is a form of communication that does not pay to broadcast information.

Customers tend to have greater faith in promotional messages than those that are paid for (that is, advertisements).

Promotional messages, such as those which are featured in the news, are credited with being delivered by an unbiased source.

This type of information is less likely to be perceived as an exaggeration or distortion of the truth.



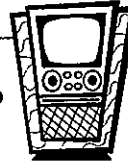
## Promotional Plan

A Promotional Plan outlines HOW you intend to present your product and yourself to the public.

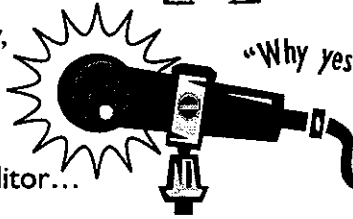
→ Prepare a list of all the promotional opportunities that are available to you.

Consider the following:

News media include • newspapers • radio • television stations, etc.

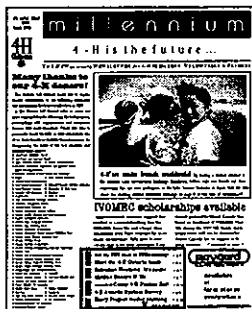


- Conducting an interview, being interviewed, writing a press release, writing a letter to the editor...



“Why yes, Bob, we do welcome new members to our club...”

... are some of the ways you can get your message out to your potential customers.



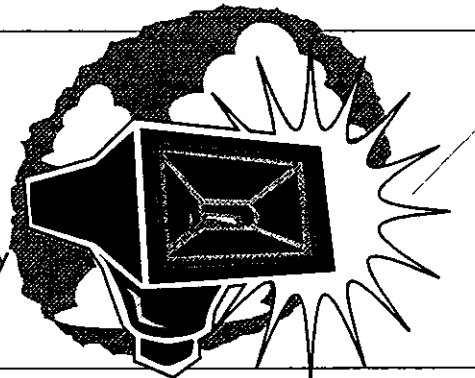
- Personal printed materials include: BROCHURES, LETTERHEAD, BUSINESS CARDS, NEWSLETTERS, FLYERS, etc.

These items give you the chance to reinforce

- (a) who you are and (b) what you have to offer.

- Display and presentation opportunities include BANNERS, MURALS, SLIDE & VIDEO PRESENTATIONS, POSTERS, SPECIAL EVENTS, etc.

A variety of designs and presentations are a sure way to grab the notice of your target audience.



- The WORLD WIDE WEB has many pathways that allow you to tout your message and lead customers to your door.



“A web site (home page) created for your marketing venture can describe your product and allow customers an easy means to ask questions and give feedback!”

With your opportunities laid out before you, contemplate what types of promotion would be most suited to your needs, your timeline, your budget and available resources, and the people you want to reach.

**Hint:** Use your Market Research skills to learn which opportunities will reach your target audience.

A Promotion Schedule can now be developed, with targets and a timeline describing:



**WHAT?**

**WHEN?**

**WHERE?**

**WHO?**

**HOW?**



## Promotional Kit

A Promotional Kit can be created to place many of your promotional resources right at your fingertips.



Keep a copy of any publicity items that have gone or could go before the public.

These may include:

- Special Events
- Newspaper Clippings
- Radio transcripts
- Photographs
- Posters
- Brochures
- Advertisements
- Information Packages
- Minutes & agendas
- Press Releases
- Background material on sponsors
- Other...

Tell your peers where this kit is located and teach them how to use it. When a promotional opportunity knocks at your door, you will have quick and easy access to all sorts of information and resources.


Remember to keep the kit up-to-date!

Referring to this kit for your promotional activities will allow all members of your marketing team to put forth a solid, polished and consistent message.






Hello!  
This is  
**OPPORTUNITY,**  
knocking at your door!

**4-H Members' Conference,  
Provincial 4-H Leadership Camp,  
4-H Future Talk,  
Today's Issues, Tomorrow's Leaders**

 These are just a few of the opportunities for 4-H members.

Building on  
**CONFIDENCE,  
SELF-ESTEEM,  
LEADERSHIP,  
PUBLIC SPEAKING**  
and more,  
these activities  
offer an exciting way  
to push the limits  
of your skills!

Through generous sponsorship by the Agricultural Adaptation Council (CanAdapt), the Ontario 4-H Council now has a promotional kit available for clubs to market the 4-H Program. Your leader has more information about the contents and availability. Also, watch millennium and the 4-H web site for more details.

# Marketing

## 4-H

Public Relations & Promotion  
continued

### Your Best Foot Forward

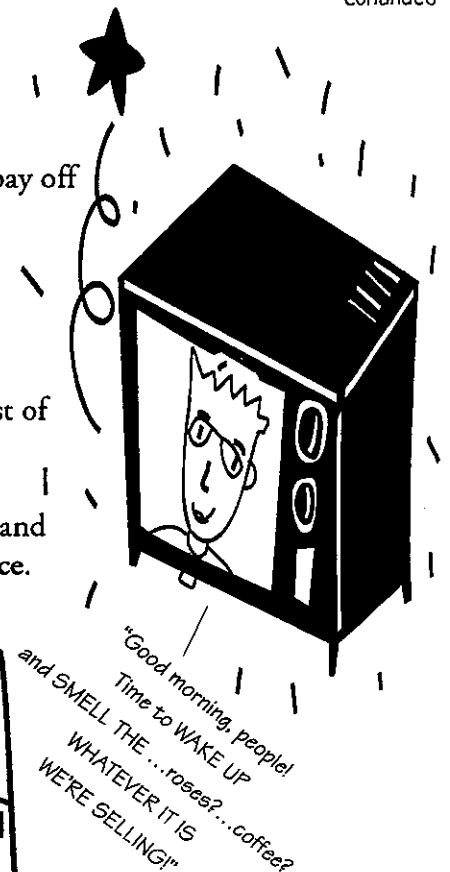
Any promotional opportunity needs to ensure that your hard work does pay off and that your message does indeed reach your potential customers.

Regardless of what promotional avenues you choose to follow, your efforts will be in heavy competition with those of other marketers.

Your audience's attention is constantly being distracted and lured by a host of signs, advertisements, news articles and brochures (among other things).

As a successful marketer, it is your job to rise above the day-to-day hustle and bustle of daily distractions and **grab the attention of your desired audience**. How you do this is really up to you.

The key pointers that follow, however, will get you well on your way to waking up your customers and giving them a positive introduction to your product.



Come on, everybody!

**GET EVERYONE!** — Grab the attention and interest of *anyone* (customers and non-customers) who comes in contact with your promotional activity.

Let's roll!

**GET PARTICIPATION!** — Thinking, laughing, phoning, going somewhere ~ these are some of the many actions you can provoke from your audience.

Wah!

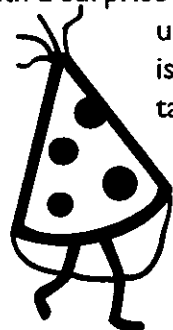
**GET EMOTIONAL!** — Strike a chord with something your audience feels passionately about.

Huh?

**GET CURIOUS!** — Make your audience want to know more about you and your product.

Gas!

**GET SHOCKED!** — Stop people in their tracks with a surprise delivery of your message. Catch their attention with a crazy layout, startling headline, Where promotion is concerned, presentation is more important than the message itself. If you don't stop your audience and make them take another look (or listen up!), they'll never get as far as the words you have to say.



"Crazy? Startling? Weird? ... Mo!"

My point is...

**GET TO THE POINT!** — Communicate the facts (that is, who you are, what your product is, and how it can benefit your potential customers). Keep your audience's attention by doing this in an unexpected way with a creative new twist.

### Word of Mouth

Everyone who comes in contact with your product (and your organization) is a potential salesperson.

More effectively and widely spread than any other promotional tool, Word of Mouth can either help or hinder your marketing projects.

When satisfied customers tell potential customers about you and your product, their listeners tend to rely on this personal account and trust that the information is honest and accurate.



With a good product  
— and good Public Relations —  
you can expect word of mouth  
to promote your product  
for no cost at all.

*"So I hear that 4-H Special Event was well-attended..."*  
*"Oh yes, and everyone had a wonderful time.*  
*They're SO well-organized, competent ~ and very friendly, too.*  
*I wouldn't hesitate to support them in any of their fundraising efforts..."*

Let's face it: you can't control what people are saying about you and your product. You can, however, follow these tips to ensure that you're worth talking about:

- Go above and beyond. Make your product (and service) something that deserves extra attention.
- Support a good cause. Use your PR activities to support programs that you and your customers believe in.
- Get to know the talkers. Find out who uses your product and, within this group, find out whom your potential customers will listen to and respect. Then, help the talkers get to know more of the great qualities of your product.

### Before the Next Meeting

- 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.



**Promote 4-H**  
in your community  
with some of these  
great ideas:

**Fly a 4-H flag**



**Put up a street banner**

**Display a 4-H sign**  
on your community's  
welcoming board

**Advertise with**  
Welcome Wagon,  
Chamber of Commerce,  
etc.



**Volunteer to usher**  
at a community play  
or concert  
& include 4-H  
information  
in the event's program



**Paint a 4-H message**  
on one of the boards  
around the ice surface  
at the arena



**Prepare window displays**  
in local businesses

**Advertise on**  
school buses



(available through  
some school boards)

**Volunteer**  
to wash car windows  
at a local gas station  
& hand out  
information  
about 4-H



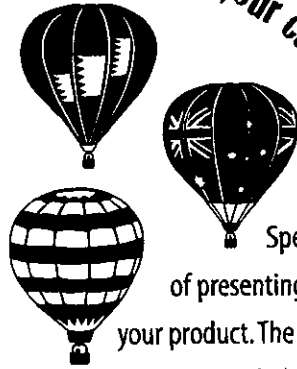
# *Marketing*

4-H



**More Marketing MEMOS**

What better way to reach your customers than to host a Special Event?



Special events offer a new, fun and very different way of presenting your marketing program and, more importantly, your product. The possibilities for this type of event are endless.

Location, time and place as well as the size & format are also in your hands.

### The sky's the limit!

#### Roll Call

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

Special events are organized activities that promote a product or cause.

You may be familiar with an annual event held in your area. This event may have been used to support a local cause or it may have been used to promote sales of a certain product.

- Creating awareness,
- raising funds, and
- luring in new customers

...are all part of the special event's game. With some hard work and a bit of inside savvy, you could host your own special event to draw attention to you and your marketing cause.

What makes an event special?

The marketing gurus tell us that 3 key elements of the event are what make it or break it:



1. ENVIRONMENT
  2. FEATURES
  3. ACTIVITIES
- ARE THE PILLARS OF EVENT SUCCESS

In planning an event, keep the reason you are hosting it front and foremost in your mind. With the key elements next in line, you'll be sure to set achievable targets and be well on your way to reaching your marketing goals.

The Royal Bank 4-H Interprovincial Exchange,  
4-H Connections Canada  
and the  
W. Garfield Weston United Kingdom Exchange  
give 4-H members  
the opportunity  
to travel and  
find out more  
about the world  
around them!  
Find out more about these and other  
exchanges through your local 4-H Association.

York region has been successful  
in partnering with local groups  
for promotion and fundraising.  
Examples include:

- participating in  
a Hike-A-Thon  
as part of the  
Outdoor Living  
project
- having a bake sale  
(the Batter Up Club)  
to raise funds  
for leukemia research.

## ENVIRONMENT

A good environment requires that the event be held someplace where it is:

- accessible,
- comfortable, and
- well-suited to the type of event that you're hosting.



A walk-a-thon, for instance, should be held in a traffic-free area in a location that is close to most of your participants.

An outdoor benefit concert should be held in an environment with enough space for all guests, with a good sound system, a great stage and shelter in case it rains.

Keep in mind your overall marketing objective so that this, too, can be worked into the environment of your event.

## FEATURES

Features include little 'extras' that help you to separate your event from all the rest.



- Food and drink,
- prizes and
- special guests

"Wow!  
For me?  
Thanks!"



"Gee,  
I wonder  
if I could  
get  
an  
autograph..."



... are just a few of the features you can use to spruce up your event. Use these things to complement your primary activities.



If you plan to hold a mountain bike rally, your features could include a special guest cyclist from the Canadian Olympic mountain bike team.

You could also feature complementary side-shows like a bike maintenance workshop.

Only limited by the scope of your imagination, your features can be as creative and novel as you consider yourself (or your product) to be!



Marmora Calf Club

in

Hastings County

held a unique fundraiser.



For 3 days, members worked at a large, regional dog show ~ on clean-up duty.



The group earned \$450 for their efforts.

This was enough to pay for their club jackets.



"Much appreciated!"



# Marketing

## 4-H

Special Events  
continued

### ACTIVITIES

From the customer's perspective, your activities are the primary draw of the whole event. The people who visit and participate in the event may have come to support your cause (or buy your product), but ...

a good event is anything that attracts attention to your product (or message) by drawing attention to itself first!

BIG SPLASHY EVENT AT COOLSVILLE FIELD TODAY!

In terms of entertainment, interest and excitement, your event should have enough to offer that it could stand alone — even without a cause or product to support.

In the day-to-day roar of life, our senses are constantly beckoned by marketing programs saying, "Hey! Look over here! Check this out!"

By now, you've probably been called in this way just a few too many times and your response to this approach is getting slower and slower. Then a new product or event hits the market and once again your attention is snagged.

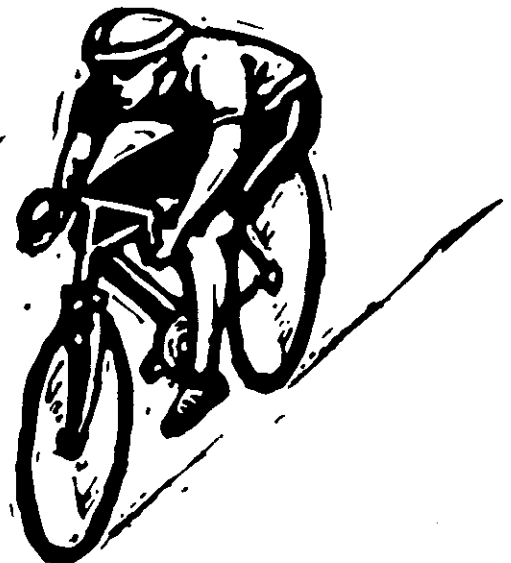
**NOVELTY** = *a hot item in the marketing world*

What's new or unheard of is what gets our attention. Creativity and invention are the driving forces of any Special Event. Sure, there's the tried-and-true, but get your brain going and think beyond all that.

Look at your product and think of all the activities related to it.

Think of what your customers would like to do.

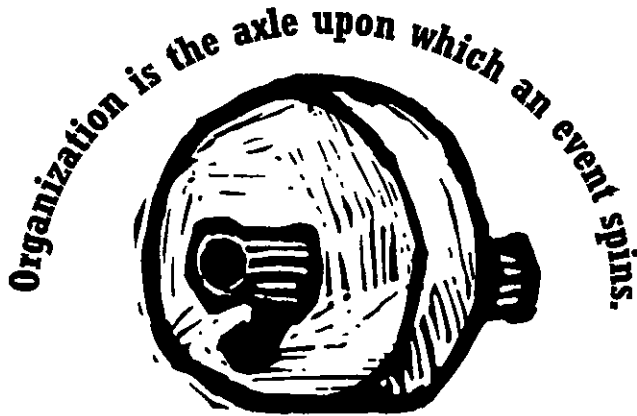
Then put the two together and voilà — you have a **Special Event!**



# Marketing

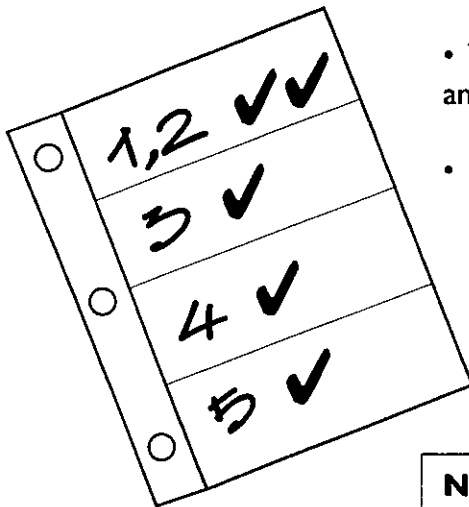
## 4-H

### Event Mechanics: Who, What, Where, When (& How!)



Organization lays the groundwork for a solid event that won't disappoint your guests.

Once you've chosen a type of event, use the questions of...  
Who? What? Where? When? How?  
...to set yourself up and get yourself moving.



- You'll need to delegate jobs to all the **Who?**s of your event, and be clear on the details of the **What?**.
- **Where?** is a relevant location that is comfortable and accessible.
- **When?** in the world of special events, is always NOW. Get up and get on it! It's never too soon to get organized.
- **How?** is up to you. Just make sure it's an efficient way of getting the job done.

#### Not to be overlooked ~ Publicity!

What's the point of hosting a Special Event if nobody shows up?  
Your supporters won't know about your event (and all the neat stuff it includes) if you don't advertise.

Use your publicity and promotion guidelines to...

**launch the event with announcements and advertising.** Let everyone know the 5 Ws and how (that is, who you are; why you're holding the event; what the event includes; where it is going to be held; when it will be; and how much it will cost).

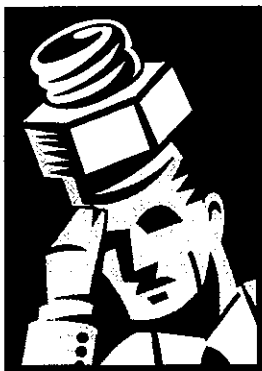
Getting the word out is better sooner than later. **Let people know** so they, too, can plan ahead and book that day on their calendars.

Once the event is set in full swing, be sure to **maximize the publicity** you can get for your cause. Inviting media figures is one way you can do this. Invite the media, present them with a free admission badge and ask them to participate in the activities. A photo of their participation may get you and your event the exposure you've been looking for.

## Sponsorship

Almost everyone who organizes an event will run into the occasional setback here and there.

- Maybe you'd like to do something really unique, but it costs too much.
- Perhaps you need a few extra hands on deck, but your organization has already tapped all of its human resources.



Ow!

Sponsorship may be just what you need to put your event back on the map and calm your worried head.

Sponsorship may come in a variety of forms.

1. Financial (that is, donations of money) or
2. In-kind donations (material items, time and/or service instead of money) are the two most common forms of sponsorship.

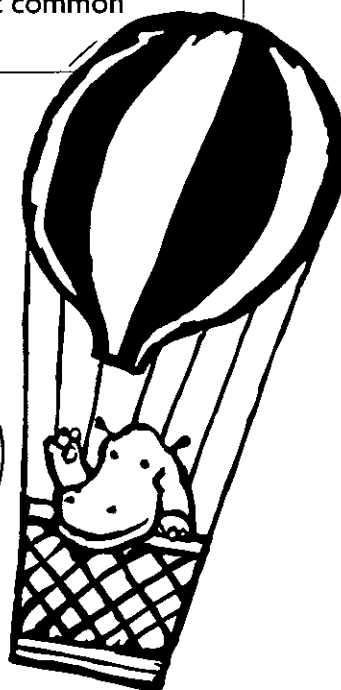
Most often, sponsors are willing to support an event that is related to their work, and that will give them some attention, too.

Keep this in mind when you approach any potential sponsors and point out all they have to gain through this type of arrangement.

## Before the Achievement Program

Be sure that you know what responsibilities you have for the Achievement Program.

→ Prepare a list of 'Things to Do' so you won't forget anything.



• 4-H • 4-H • 4-H • 4-H •

Use these ideas to keep 4-H in the minds of the public or your friends:

Use a bouncing 4-H clover screen saver for your computer  
*(maybe your school would agree to do the same for a period of time)*

Create bumper stickers that say, "FOLLOW ME TO 4-H!"

Provide a community service:  
adopt a road,  
collect items for recycling,  
support community events  
*(prepare parade floats, volunteer to take tickets or run the coat check, set up a display),*

help out a food bank or soup kitchen  
*(wear a 4-H button or pin)*

Ask a sponsor for support by using their billboard, hot air balloon, sky writer, transport trucks, company newsletter... to send a 4-H message

Provide 4-H bookmarks advertising the web site to local bookstores or libraries

Ask local farmers' markets & roadside stands to use stickers on their produce that say, "Take a bite out of life! Join 4-H!"

Put the 4-H logo on milk cartons, shopping bags, packaging of appropriate products

Provide sponsors with "Proud Supporters of 4-H" signs to display in their place of business

Donate mouse pads with the 4-H web site address to local libraries

Bring a friend & his/her parent or guardian to a 4-H event or meeting

• 4-H • 4-H • 4-H • 4-H •