4-H TECH CHANGEMAKERS
#TechChangemakers

4-H GROWS HERE | Microsoft

How to Use the Marketing Toolkit

This short guide goes through each of the folders in the marketing toolkit and provides a short overview of what is in each folder and some ideas on how to use the materials.

1. Marketing Training

- **Group Activity-** This provides a list of short 25-30 minutes of questions and activities to help youth learn to think like a marketer. It will help them think about their projects and how to present it to different types of groups and to ensure they are prepared for opportunities that arise.

- **How to Engage Your Community and Keep Them Engage-** This document lays out some best practices and organization tactics to help you make the most of the contacts that you make and to help you keep your community interested and engaged in your work.

- **Marketing Tools-** This provides a list of different types of tools you can use to keep your community informed and to raise awareness about your project.

2. Event Planning

- **Activity Registration-** This document takes you to the online excel sheet for registering the activities in your community or requesting support at an event.

- **Event Planning Guide-** This provides tips on planning interesting and engaging events and recommendations on how to engage the media.

3. Logos and Branded Materials

This folder provides a variety of materials to help you promote your event online and in-person. Materials included in this file are:

- **Email Header**- Use this on emails sent to community stakeholders
- **Flyer**- This printable flyer can be customized to promote your project

- **Poster-** There is a standard and a customized version for you to use at events
- **Pull-up Banner-**The pull-up banner can be printed through many online and storefront copy shops for promotion of the project at events.
- **Logos-** The Microsoft and 4-H Logos are provided for you to use on additional materials you create for the project.

4. Media Materials

- **Tech Changemaker Messaging-:** This document provides language you can use to describe the partnership to stakeholders and the media.
- **MAT Release Template-** this can be used similar to a press release. It is a feature article geared to a consumer audience. Traditionally, MAT releases have appeared in newspapers and publications to complement staff-written material. MAT releases are used by editors to supplement staff-written stories, often in feature sections like home and garden, automotive, food/cooking, health and wellness, and other consumer-oriented areas.
- **Media Alert Template-** This document is used for you to notify news outlets of a press conference, or any other event that you believe will generate news for the media to cover. It is always one page, brief but compelling, and sufficiently informative to arouse interest

5. Photos and Storytelling

- **4-H Council Photo Guidelines-** This provides recommendations on what types of photos to capture.
- **Snapshot and Impact Story Guide-** Here you will find more detail on the snapshot requirements, sample interview questions and other tips to help you collect great stories.

6. Social Media

- **Social Media Messaging:** You will find recommendations and example messaging for promoting your Tech Changemaker work on social media channels.
- **Additional Materials:** There are also photos that are sized for you to share on Facebook, Twitter and Instagram.

For questions or to request additional marketing resources please email Denise at dphelps@4-H.org