



4-H TECH CHANGEMAKERS
#TechChangemakers



Marketing Tools

Owned media:

Facebook group(s)

Twitter- for engaging local influencers in conversation

Emails

Newsletters – check out tools like mailchimp (see resources below)

Website

Earned Media

Write a press release (see 4-H toolkit)

Write an op-ed for local newspaper (see resources below)

Pitch your story to your school newspaper

Invite local media to any events/activities you are doing

Events: (see 4-H toolkit)

Host a forum/city hall

Ribbon Cutting

Training

Guerilla Marketing:

Post posters on community boards in local businesses (Starbucks and other chains also have them)

Post flyers around your school

Does your school have morning announcements? Make an announcement to join an info pizza lunch

School Assembly- Make a dance, rap, or fun demo about your project and how they can get involved

Attend farmers markets and other events in your community and host a booth or pass out flyers

Additional Resources

- [Tips on Newsletter writing](#)
- [Advice on submitting and Op-ed](#)
- [Build a Marketing Plan](#)