



4-H GROWS HERE



WITH SUPPORT FROM Google

Our Time Today

- Why Marketing
- Tools to tell your story
- Storytelling workshop

Marketing Can Help you Reach Your Stakeholders



Parents & Kids

- Participants
- Volunteers
- Teen leaders
- Program ambassadors



Elected Officials & Influencers

- 4-H champions
- Public funding and support
- Supplemental resources



Community Orgs & Schools

- Additional youth and volunteers
- Combined events
- Pooled resources



NATIONAL 4-H
COUNCIL

Council & Partners

- National storytelling support
- Funding
- Program growth



Internal Stakeholders

- Internal support for work
- Organizational alignment
- Recognition for great work!

Tools to Tell Your Story



What Every Group Should Have on Hand

- 4-H Tech Changemaker T-shirts (Green or White)
- Re-usable pullup banner
- Flyer Describing your project
- Monthly Snapshots

4-H Provided Communications Toolkit

- 4-H & Microsoft messaging framework
- Press Release template
- Local media alert template
- Event/announcement planning guide
- Social media template
- Impact story writing guide
- Photo guidelines
- Flyers & banners to print
- Event support sign-up sheet





Event and Project Support

- Types of support offered:
 - Professional photography
 - Interview Prep and Assistance
 - Media outreach assistance
 - Elected official/influencer outreach assistance
 - Branding and design work
 - Amplifying your work!



Local Showcase Event Support

- National 4-H Council and Microsoft have the capacity to support a limited number of events with additional assets and services.
- Signing up for event support is easy!

All you need to do is:

1. Enter the details of your event into the [signup spreadsheet](#)
2. Indicate what support you are requesting
3. Email me (dphelps@4-H.org) to let me know you've signed up

Events will be supported based on potential reach, impact and feasibility. Full considerations listed in signup spreadsheet.

Other Marketing Tools

Owned media:

- Facebook Posts
- Facebook Live event
- Twitter- for engaging local influencers in conversation
- Email Newsletters
- Newsletters
- YouTube
- Website

Earned Media

- Write a press release (see 4-H toolkit)
- Write an op-ed for local newspaper
- Pitch your story to your school newspaper
- Invite local media to any events/activities you are doing

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

Events: (see 4-H toolkit)

- Host a forum/city hall
- Ribbon Cutting
- Training

The Challenge



Don't work in a vacuum!

- If you don't tell your story, no one knows what you're doing.



Think about your audiences

- Choose a key stakeholder that you need to communicate with.
- What do you want them to know?
- How will that help your work?
- What things are you already doing for your project that can help keep your audiences engaged?



Snapshots

- Snapshots are a reporting requirement of this grant. But they are also an amazing way to showcase your work to any of your key audiences.
- A Snapshot= a high quality photo with descriptive caption that tells the story of how your program is making an impact.
- Beyond the photo and caption, each snapshot is an opportunity to build out your own marketing materials for flyers, Facebook and more!

Thank You.

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