

MAKING THE ASK!

Inviting fairgoers to become a part of 4-H as a member or volunteer.

A Webinar Series to Revamp, Revitalize and Re-energize Your County Fair

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- February 8-** Judges, Superintendents, Rules/Fairbook, Ribbons OH MY!
- February 22-** What is the Public's First Impression of Your Fair? Topics include marketing messages, exhibits to highlight a VIBRANT 4-H program and serving the public in 4-H Concession Stands.
- March 1-** **Making the Ask! Inviting fairgoers to become a part of 4-H as a member or volunteer.**
- March 8-** Challenges or Opportunities? Extension Board or Fair Board, who does what? Complaints or Conflicts, steps to develop a grievance plan.

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Why A Webinar Series?

- ✿ We know lots of time and effort goes into County Fairs, lets make them the best they can be.
- ✿ Potential 4-H Families often come to the fair to learn about joining the local 4-H Program.
- ✿ A County Fair provides fair attendees a glimpse into the health/vibrancy of your Local 4-H Program



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Parents Seek to Joining 4-H



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Parents Seek to Joining 4-H

Insight Summary: Interviews with Non-4-H Moms

April 2011

- ☘ She is aware of the term 4-H and thinks it is an organization for kids in the country who have animals.
- ☘ She has seen 4-H at county and state fairs, but not in newspapers or at school.
- ☘ She has a positive perception and thinks 4-H teaches responsibility, commitment and service to others.
- ☘ She struggles with how to teach integrity, responsibility and service to others to her children, and thinks she may not be doing enough.
- ☘ It has never occurred to her to seek more information about it, because it's not on her radar.
- ☘ She doesn't know that it's a KSU or county connection.
- ☘ She is not aware of the organizational structure or the fact that there are clubs around her.

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Our Opportunity: An Audience that Wants to Engage

35% of alumni base (est. 8M+)

Millennial and Gen X Moms with school age kids

Looking for easy ways to donate

Message appeal on Life Skills, Values and Leadership for Kids

Highly likely to volunteer time

Key consumer, social and voter demo



Sarah
(Alumni Target)

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Big, Take Home Message

The county fair is a tremendous opportunity to showcase a year's worth of club work, project-based learning, and positive youth development. Invite them to become a part of the rest of the year!



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Marketing Display: Return on Investment

- People come to the fair to learn about 4-H – have what they are looking for
- If your display is made up of several components it can be used in flexible ways
- Other opportunities to use your display or components of your display
 - ✿ Back to School Nights
 - ✿ Community Health Fair or Spring Fair
 - ✿ Local Library
 - ✿ Office lobby during October
 - ✿ School Programs

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4-H Grows Here- Promotional Booth

- ✿ [3 panel display](#)
- ✿ [Table cloth](#)
- ✿ Banners [Horizontal](#) [Vertical](#)
- ✿ [Hand fans](#)
- ✿ [Promotional Cards/Flyers](#)
- ✿ [Pens, pencils, post-its, cups](#)
- ✿ [New Family Guide](#)
- ✿ [Project Selection Guide](#)



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4-H Grows Here- Promotional Booth

Ways to Collect Info:

- ✿ [Sign Up For More Info](#)
- ✿ Both youth & volunteers
- ✿ Door Prize
- ✿ "Like us on FB"



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4-H Ambassador Booth



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Working With the Media

5 functions of a pitch and the 5 things to cover:

- ✿ Relevance: Get the right people to care
- ✿ Comprehension – Get people to understand
- ✿ Credibility – Get people to believe
- ✿ Urgency – Get people to act
- ✿ Vitality – Getting people to participate



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WHO
4-H is America's largest youth development organization.

WHAT
We empower young people with the skills to lead for a lifetime.

HOW
Youth collaborate with caring adult mentors to lead hands-on projects in areas like science, health, agriculture and citizenship. Mentors provide a positive environment where youth learn by doing. This 4-H experience is delivered by a community of more than 100 public universities across the nation.

IMPACT
This experience grows leaders with life skills like confidence, independence, resilience and compassion. This produces 4-H'ers who are 4X more likely to give back to their communities, 2X more likely to make healthy decisions and 2X more likely to pursue STEM opportunities.

Utilizing Social Media

- ✿ Post Daily Schedules
- ✿ Build Anticipation!
- ✿ Post Pictures of Food Stand items with adorable 4-H'ers to serve them
- ✿ FB Live- exciting events, i.e. crownings, raffle drawings, auctions, grand drives, opening/closing ceremonies, etc.
- ✿ Post videos of short, 2-3 minute interviews with 4-H members/parents
- ✿ Post pictures that tell a story- speak to the heart!
- ✿ Use HASHTAGS! #KS4H #TrueLeader #4Hgrown



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Turning PDF's into Pictures

Posting pictures on Social Media

1. Open pdf
2. File
3. Export to
4. Image
5. Select jpeg or png
6. Choose location where you want to save image file

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KSRE Marketing



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Web Presence

- ✿ Your website is a permanent place to hang fair information, you want to drive your followers back there for all of the information.
- ✿ Think about what a first time fair visitor needs:
 - ✓ Think about the “First Impressions” worksheet
 - ✓ 1 page fair schedule or daily schedule
 - ✓ Physical address of the fairgrounds

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Resources

County Fair Resource Page:
<http://www.kansas4-h.org/resources/4-h-library/countyfair.html>

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Thank you

QUESTIONS

Next webinar:

Webinar 4 **March 8, 2018** - Challenges or Opportunities? Extension Board or Fair Board, who does what? Complaints or Conflicts, steps to develop a grievance plan.

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