

# Lesson 14

## Marketing 4-H Clubs

### Materials:

- Flip Chart Paper
- Markers
- Note pads
- Posters or Overhead/PowerPoint slides of small group discussion questions
- 4x8 Cards printed with audiences to target in marketing skits.
  - Parents, Youth 6-8 years, Youth 9-11 years, Youth 12-14 years, Youth 15-18 years. (Other staff and/or Administrator or Funder categories may be added if participants represent organizations partnering with Extension).

### Objectives:

1. To stimulate ideas for marketing the 4-H program to youth, parents and communities.
2. To help participants create age appropriate marketing spots that appeal to youth audiences.
3. To provide an experience in involving a group in planning a marketing strategy.

### What to do -

Introduce the lesson

### What to Say -

This lesson focuses on methods for attracting youth and families to 4-H clubs and groups and retaining them in 4-H. Let's start by reflecting upon the groups and organizations that you may currently belong to or have joined in the past. Take a few minutes to make a list on the note pads at your tables of some of the groups that you have joined.

What do you think youth want from the groups they join?



## ***What to do-***

## ***What to Say-***

Give the groups several minutes to make some notes, and then facilitate a discussion about the elements of an organization that attract new members using the following questions. Discussion and sharing should not take more than about 10 minutes.

Direct the discussion to include the roles that groups play in meeting developmental needs of belonging and membership, closeness and several good relationships, self worth and the ability to contribute, independence and control over one's life, competence and mastery, self-awareness, and safety and structure.

Direct the discussion to recognize that youth and adults both join groups to feel many of the same needs.

The reason for asking these questions is to get the participants thinking about what really effective marketing is and what attracted them to join a particular group or organization.

Direct the discussion to identifying promotional methods that the group has found to be effective with the groups they have joined. Help the group to recognize the importance of personal contact and the promise of meeting a need.

What are some of the groups you have identified?  
Why did you join?  
What benefits did you hope to gain from the group?

Why do you think people join groups ... any groups? What are some things they are seeking?

Why would a young person join 4-H? What can 4-H provide to kids?  
What can 4-H provide to families?



## ***What to do-***

## ***What to Say-***

Divide the participants into table groups and direct the groups in gathering information for a marketing plan for an imaginary club. Assign each group an audience to target with their marketing plan. (parents, youth 6-8 years, youth 9-11 years, youth 12-14 years, youth 15-18 years). If you have youth development professionals from another organization in your group, you might want to assign categories of (1) other staff and/or (2) administrators or funders of their organization. If you use these additional categories, provide these groups with questions that help them identify and promote the educational outcomes youth will experience from 4-H.

Display the slide of marketing questions and review.

Think about an organization you have belonged to. How did you find out about the organization?

What was it that led you to join?

What is the most creative marketing strategy you have seen used to recruit people to join or volunteer for an organization?

Marketing is not about slogans — it's about seeing needs and meeting them. Flyers just don't cut it anymore — in this day and age of technological advances, it is so important for our marketing strategies to be appealing to our audience — the youth that we want to participate in 4-H. We need to think of new, different and creative ways to reach out to youth. We must find ways to help youth recognize what 4-H can do for them.

What can 4-H provide through your club that the audience you have been assigned would see as a benefit?

What are some high profile special events and activities that 4-H is involved in within the community that would



## ***What to do-***

## ***What to Say-***

This small group discussion should not take more than 15 minutes.

demonstrate to this audience that 4-H is interesting and appealing?

What are some formal strategies or methods you could use to let this audience know about 4-H and \_\_\_ Club?

What are some informal strategies you could use to let this audience know about 4-H and \_\_\_ Club?

What barriers to successful use of these marketing strategies might arise and what are some solutions to those barriers?

Your task now is to work with the group at your table to identify the information you would need to develop a marketing plan for an imaginary 4-H club or group. You will need to “name “ your club/group and define the community in which it is located. Then answer the questions on this poster (slide). Designate a reporter from each group to record the group’s ideas.

Now we are going to see who can create the most creative marketing spot! I have given each of your groups a specific audience to target in recruiting members to your club/group. Use some of the information you have gathered in your discussion to brainstorm ideas for reaching your target group. Then develop a 3-4 minute skit to share with the total group that demonstrates your most creative ideas for attracting this audience. You will have 15 minutes to prepare your skit. You can use any “props” you find around the room to help you present your skit.”

Allow participants 15 minutes to work in their groups. Move about the room to monitor progress and to assist where needed. Call the total group back together as soon as groups have completed the task.

Facilitate the skit presentations.



## ***What to do-***

## ***What to Say-***

When all skits have been presented, help the group identify what they have learned from this exercise using the following questions.

Introduce the importance of helping youth with transitions to new 4-H communities when family moves occur.

As you come forward to present your skits, please provide the group with a description of the club and community and tell us the audience you are targeting.

How did you feel as you worked with your group to prepare this marketing demonstration?

How did your group go about selecting a marketing idea?

What role did you play in the design and delivery? (The delivery is in this case is the skit)

What did you learn from working in your group to generate a marketing plan?

What ideas can you take home from the skits that were presented?

How will this exercise help you assist a club in your community to recruit members?

Another aspect of marketing is the retention of members. Retaining members within the group requires keeping them interested and involved. We have addressed strategies to keep members actively participating in earlier lessons. Continued participation becomes more difficult to support, however, when youth move to a new community. A strategy to retain members through this transition is an important factor in a youth development program.

Because families are much more mobile than families were when 4-H first began, many youth will experience a move to a new community several



## ***What to do-***

## ***What to Say-***

times during their childhood and teen years. The advantage of belonging to 4-H, an organization that provides programs to youth in every county in the United States and its territories and to youth on military installations throughout the world, is that a move to a new community should not result in losing club or group membership.

While long time involvement with the same group of people is a positive factor for healthy development, youth can experience some of the benefits of longevity through participation in clubs that are similar in structure and goals. State 4-H programs may vary, but the basic concepts and formats of 4-H clubs are familiar to new members with past 4-H experience. 4-H can provide some continuity in out-of school opportunities for youth who are new to a community,

However, utilizing the 4-H organizational network requires some additional effort on the part of leaders and agents. It is the responsibility of 4-H youth development professionals to help young people connect to the 4-H opportunities that will be available to them in their new communities. It is also the responsibility of 4-H youth development professionals to assure a welcoming environment for those youth when they arrive in their new communities.

Facilitate a sharing of ideas that would assist youth in making a transition to a 4-H program in a new community. A five to seven minute discussion should be sufficient for this portion of the lesson.

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## ***What to do-***

## ***What to Say-***

Recap ideas that were shared during the discussion and add the following information if it did not surface during this discussion.

If you were leaving a 4-H club or group and moving to a new community, what kinds of support would make this transition easier for you and would assure that you connected to another 4-H program?

If you are an extension 4-H youth development professional, you should have a listing of the phone numbers for all of the state 4-H offices in the U.S. Your state 4-H office can give you this list as well. By contacting the state 4-H office in the state to which a youth is moving, you can obtain the county 4-H office phone number for your 4-H's new community and provide the youth/family with that information. This will facilitate connection to 4-H in the new community. You can increase your level of assistance by making a phone call to the agent in that county to alert them to the arrival of a transitioning 4-H member. If you are a youth development professional from a partnering organization, your county 4-H agent can provide you with the information you need to help youth transition to another 4-H program. If you are a military partner, your extension liaison person will also have this information.

In addition, you will want to be sure that the adult leaders in your community are aware of the transition connections available to 4-H members and that they refer youth who will be moving to your office or work with you to make these connections themselves. 4-H Club Leaders can assist youth who are moving away by helping them gather all of their 4-H records and paperwork to take to their new community.

Club Leaders should assist youth who are new arrivals to the club by making



## ***What to do-***

## ***What to Say-***

Bring closure to this lesson by reviewing what has been covered.

sure new members have the information they need to succeed in this new club. Taking time to talk with young people about the club they have just left and the experiences they have had with 4-H will give the leader the information needed to help youth become a part of the community.

Attracting youth and their families to 4-H club participation is a critical aspect of maintaining clubs. This lesson has focused on planning procedures and strategies to market 4-H clubs and groups to youth of all ages and to their parents. We have also addressed ways to inform the administrators and the public about the educational benefits of the 4-H program.) Marketing strategies must also include plans for helping youth stay involved in 4-H when moving to new communities and we have talked about methods to facilitate successful transitions.

In Lesson 15, we will explore ways to recognize youth for their accomplishments. Recognition can perform a role in retaining members as well as in enhancing the development process.



## ***Marketing 4-H Clubs***

- **How many of you have ever joined a group or an organization?**
- **What are some of the groups you have identified?**
- **Why did you join?**
- **What benefits did you hope to gain from the group?**



## ***Marketing 4-H Clubs***

**Think about the groups you have joined.....**

**How did you find out about these organizations?**

**What is the most creative marketing strategy you have seen used to recruit people to join an organization?**



## ***Marketing 4-H Clubs***

**Why would a young person  
join 4-H?**

**What can 4-H provide to kids?**

**What can 4-H provide to  
families?**



## ***Creating your Marketing Plan***

**Name your club!**

**Define the community in which it  
is located.**

**What can 4-H provide through  
your Club that this audience  
would see as a benefit?**



## ***Creating your Marketing Plan***

**What are some special events & activities that 4-H is involved with in the community that would appeal to this audience?**

**What are some formal & informal strategies you could use to let the audience know about 4-H and your Club?**



## ***Creating your Marketing Plan***

**What barriers to successful use  
of these marketing strategies  
may arise & what are some  
solutions to those barriers?**

