2015 Toolkit
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Welcome Letter

Dear 4-H Colleague,

Thank you for participating in 4-H National Youth Science Day. 4-H NYSD is an exciting, hands on, interactive learning experience that engages hundreds of thousands of youth across the country and around the globe in conducting the National Youth Science Experiment. It’s an excellent opportunity to further engage youth interested in STEM and introduce STEM concepts to youth who have not yet explored them.

4-H NYSD aims to encourage youth of all ages to recognize STEM is all around them. 4-H NYSD can help young people identify with scientific concepts, better understand the impact of STEM in their daily lives or even provide them a pathway to a future career. And most of all, it is fun! Enclosed in this toolkit you will find:

- Overview of 4-H NYSD
- Information about Motion Commotion, the 2015 4-H NYSD experiment designed by Oregon 4-H
- Tips to run a successful NYSD event
- How to engage your community in NYSD
- How to promote NYSD
- How to fundraise for NYSD

Thank you!

We hope you enjoy 4-H and National Youth Science Day.

Sincerely,

National 4-H Council
4-H NYSD

4-H NYSD is both a wonderful opportunity to provide your youth with valuable STEM experiences and to raise awareness and funds for 4-H in your community.

4-H NYSD 2015, Rockets to the Rescue made an impressive impact nationwide:

- 1,057 NYSD events hosted
- Events hosted in all 50 states and Puerto Rico
- Over 70,000 youth and 7,000 volunteers
- Over 9,200 NYSD science kits produced
- Over 366 million media impressions

We are excited for another successful NYSD this year!

Thank you to our

4-H NYSD 2015 National Sponsors
2015: Motion Commotion

The 2015 experiment Motion Commotion was designed by Oregon 4-H in partnership with Vernier Software and Technology. The experiment explores motion through the relationship of speed and stopping distance, physics, reaction time, and safety.

For the specific Motion Commotion experiment guides, additional STEM content and information, and to order your Motion Commotion kit, please visit:

www.4-H.org/nysd
Running a Successful, Media-Friendly 4-H NYSD Event

As you think through setting a date for finalizing plans for your local 4-H National Youth Science Day (4-H NYSD) event, here are some helpful tips to maximize the impact of your event. There are several things you can do in the planning phase that can increase your chances of attracting media and supporter attention. Here are some tips to help you plan a media-friendly 4-H NYSD event.

1. Think Visual

   One of the key things local media look for is a compelling visual that would be appealing to their viewers or readers. Here are the types of things that can help make your event more visually engaging for media.

   - **A Crowd. There’s Strength in Numbers**: The more people engaged in your event, the more visual and appealing it will be to the media.
   - **Action & Interaction**: Media want to see people doing, not simply talking or being. Your job is to highlight the action to the media.
   - **A Vivid Setting**: Try to create a vivid physical experience that supports the theme of science and, perhaps even, the focus of the 4-H NYSD activity.
   - **Don’t Forget the Branding**: Feature 4-H branding wherever you can. Posters on the wall. Pull-up banners around the room.
   - **Motion Commotion T-Shirts**: Dressing all your participants NYSD T-Shirts from the 4-H Mall creates a powerful visual [www.4hmall.org](http://www.4hmall.org)

2. Location. Location. Location.

   Many appealing events are overlooked because the location simply is not easily accessible for local media. Here are tips to choose the right location.

   - **Convenience is Key**: It’s important to stage your event in a central location that is convenient and can make it easy for reporters to get “in and out” with the story they need.
   - **Accessibility is Awesome**: Live broadcast shots need to be connected to a nearby van and antenna, and photographers often need to get different lenses from their car. Keep this in mind when choosing your location.

3. Engage the Right Messengers

   It’s not only the “what” of the event that attracts the media; very often it is also the “who” of the event. Here are some tips for engaging the right messengers to elevate your event to a high priority for media appeal.

   - **Youth Spokespeople**: Be sure to find ways to put your youth leaders and participants front and center. 4-H NYSD is positioned as a youth-led event, so engaging young people to have speaking roles is key.
Experts or Leaders: Do you have a local science expert or leader who can talk about the importance of 4-H NYSD or explain the science behind the experiment? If so, invite them to be part of your event to talk about the real life importance of STEM. You can also offer them to the media to provide context.

Local Officials or Celebrities: Nothing sells to the media like a big name to get the attention of their audience. Invite someone prominent to be a part of your event and ask permission to use their name in local media outreach.

4. Consider Timing

There are certain times of day when media outlets have more reporters, photographers and videographers available to cover events. Here are some times worth considering:

- Outside News Broadcast Times: TV stations have more staff available when they are not on the air – so not during the morning, noon or evening newscasts.
- During Reasonable Reporter Work Hours: Reporters have a start time and end time to their workdays just like most of us. You’ll have a better chance of getting coverage if you schedule during the middle of the day.
- Weekday vs. Weekend: While the weekends are not off limits, keep in mind that staff is leaner on the weekends. If you schedule an event on a Saturday, make sure you have all of the other boxes checked.

5. Invite Media Participation

One other way to boost your media coverage is to invite reporters or anchors to participate in your event. Here’s how you can do that:

- Host or Emcee: Asking reporters or anchors to host or emcee an event greatly increases the chance it will be mentioned on-air. Keep in mind that competing stations will be less likely to cover an event hosted by a rival.
- Media VIP: If you are inviting the media to participate and not to just report, be sure to roll out the “red carpet” by providing a youth guide to walk with the journalists through the event as they partake in the activity.
Engaging Your Community

In order to host a successful event by getting high attendance and generating positive media coverage, it is important to engage as much of your community as possible:

- Identify the groups and individuals in your community that would be interested in participating in NYSD, like STEM specialists and afterschool 4-H clubs
- Invite other groups of youth to join you – afterschool programs, home schoolers etc. – they may be so impressed they join 4-H!
- Invite individuals who you think could benefit from seeing 4-H in action – prospective volunteers or donors.

Promoting 4-H NYSD

In order to successfully host an NYSD event that both attracts the most youth from 4-H and your broader community and raises awareness and fund for 4-H, it is imperative that you thoroughly promote the event.

To do this successfully, please follow these guidelines and use the resources provided for you in this kit:

- Invite a local science expert to engage with your youth and crowd to share their experiences and connect STEM to the world around us.
- Leverage your 4-H and local educators to get the word out and share their experiences in STEM.
- Invite local corporate partners to speak, and engage their employees for increased visibility.
- Promote NYSD on your social properties once a week using the sample messaging provided on page 9
- Run the NYSD web banner on your site generating awareness and encouraging youth and volunteers to join for the day
- Send out a media pitch letter and local press release using the template provided on page
- Promote NYSD in your newsletter using the web banner or print ads provided
- Print and hang the provided posters in your community, particularly in schools and community centers
- Ask your local paper for space to run the print ads
- Print and distribute the bookmarks to your 4-H clubs as well as local school and other youth programs
Social Media Guide

- Make sure to use the official hashtag in all social media posts: #4HNYSD.
- Switch out red text for more descriptive information.
- Be sure to tag 4-H in your posts:
  - Twitter: @4H
  - Facebook: @4-H
- Platform focus of the campaign will be Facebook, Twitter and Instagram

<table>
<thead>
<tr>
<th>Platform</th>
<th>Message</th>
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| **Facebook:** | ![SHARE PHOTO/VIDEO OF YOUTH PARTICIPATING IN 4-H NYSD EXPERIMENT/EVENT. INSERT PHOTOS/VIDEO & TAG OTHERS PICTURED IF POSSIBLE](http://bit.ly/1Pz3V36)

[STATE/CLUB NAME] is growing the next generation of physicists with this year’s #4HNYSD experiment, Motion Commotion: http://bit.ly/1Pz3V36

[STATE/CLUB NAME] is growing future scientists through this year’s #4HNYSD Experiment, Motion Commotion!

@4-H youth of [STATE/CLUB NAME] are ready for some fast physics fun! Check out our event on the #4HNYSD map: [STATE/CLUB NAME] is growing the next generation of physicists with this year’s #4HNYSD experiment, Motion Commotion: http://bit.ly/1Pz3V36

Youth of [STATE/CLUB NAME] are putting what they know about distracted driving & fast cars to the test. Check out these @4-H’ers in action!

Check out these future scientists of [STATE/CLUB NAME], celebrating #4HNYSD at [LOCATION]!

Check out these amazing photos from #4HNYSD in [STATE], proving that #4HGrowsHere! |
| **Twitter:** | ![STATE/CLUB NAME] is growing the next generation of physicists with this year’s #4HNYSD experiment, Motion Commotion: [STATE/CLUB NAME] is growing future scientists through this year’s #4HNYSD experiment, Motion Commotion! .@4H’ers of [STATE/CLUB NAME] are ready for some fast physics fun! Check out these @4-H’ers in action!

Fun and physics collide as [STATE/CLUB NAME] youth perform this year’s #4HNYSD experiment, Motion Commotion!

Check out these future scientists of [STATE/CLUB NAME], celebrating #4HNYSD at [LOCATION]!

[STATE/CLUB NAME] are getting a lesson in science, speed & safety during this year’s #4HNYSD experiment, Motion Commotion!

Check out these amazing photos from #4HNYSD in [STATE], proving that #4HGrowsHere! |
Talking Points

About 4-H National Youth Science Day (NYSD)

- 4-H NYSD is the world’s largest, youth-led science experiment. It is an interactive learning experience that gets them excited about science, technology, engineering and mathematics (STEM).
- Youth in [INSERT CITY/COUNTY] will join hundreds of thousands of other youth throughout the world, who are also conducting this same experiment.
- 4-H NYSD spotlights the many ways millions of youth are engaging in 4-H science programs year-round.
- Created to combat a shortage of American young people pursuing science college majors and careers, 4-H NYSD seeks to spark an early youth interest and leadership in science.
- This year marks the eighth the annual 4-H National Youth Science Day.
- The national sponsors of 2015 4-H NYSD are Lockheed Martin, HughesNet Satellite Internet and U.S. Cellular.
- Every year, youth complete more than 5 million 4-H Science projects in robotics, agricultural science, rocketry, wind power, environmental science and alternative energy.
- Past 4-H NYSD experiments include:
  - 2014 – “Rockets to the Rescue”
  - 2013 – “4-H Maps & Apps”
  - 2012 – “4-H Eco-Bot Challenge”
  - 2011 – “Wired for Wind”
  - 2010 – “4-H2O”
  - 2009 – “Biofuel Blast”
  - 2008 – “Helpful Hydrogels”

About the Experiment

- The 2015 National Science Experiment is “Motion Commotion.”
- The experiment was designed by Oregon State University Cooperative Extension in partnership with Vernier Software & Technology.
- The two-part experiment combines a speeding car collision and a distracted driving demonstration in an activity that explores the physical and human factors of motion.
- Youth will use every day materials – including a toy car, modeling clay, ruler, calculator and cell phone – to explore physics in the real-world.

About 4-H

- 4-H is the nation’s largest youth development organization. We grow confident young people who are empowered for life today and prepared for career tomorrow.
- For more than 100 years, 4-H has been at the forefront of teaching youth about science, engineering and technology.
- According to a recent Tufts Study:
  - 4-H’ers are two times more likely to participate in science programs during out-of-school time activities (grades 10-12);
  - 4-H girls are two times more likely (grade 10) and nearly three times more likely (grade 12) to take part in science programs, compared to girls in other out-of-school time activities.
- 4-H’ers are tackling the nation’s top issues, from global food security, climate change and sustainable energy to childhood obesity and food safety.
- 4-H serves youth in rural, urban, and suburban communities in every state across the nation.
Press Release Template

[Dozens/Hundreds] of [CITY/COUNTY] Youth to Participate in World’s Largest, Youth-Led Science Experiment Exploring the Science of Distracted Driving

4-H National Youth Science Day experiment combines cars, calculators and cell phones to show how physics principles influence a pressing problem among U.S. teens

[INSERT CITY] (DATE) --- Youth in [CITY/COUNTY] will join hundreds of thousands of youth across the world in leading the eighth annual 4-H National Youth Science Day (4-H NYSD) experiment. This year’s experiment, called “Motion Commotion,” will combine a speeding car collision and a distracted driving demonstration in a simulated activity that investigates the physical and human factors of motion.

[INSERT CITY/COUNTY] youth will conduct the two-part “Motion Commotion” experiment on [INSERT DATE] at [INSERT LOCATION OF EVENT], where they will use every day materials – including a toy car, modeling clay, ruler, calculator and cell phone – to explore physics in the real-world. In the first phase, youth will construct a simulated runway to analyze the speed, momentum and kinetic energy of a car in motion, and will explore the science behind the car’s collisions. In the second phase, they will lead an experiment that uses the same physics principles to demonstrate the consequences of distracted driving.

4-H NYSD is the world’s largest, youth-led science experiment. The national rallying event for 4-H Science, 4-H NYSD is an interactive learning experience that gets youth excited about science, technology, engineering and mathematics (STEM), and spotlights the many ways [CITY/COUNTY] youth are engaging in 4-H Science programs year-round.

“[INSERT QUOTE FROM LOCAL 4-H SPOKESPERSON],” [INSERT NAME, TITLE]

The 2015 activity was designed by Oregon State University Cooperative Extension in partnership with Vernier Software & Technology and selected as the winning experiment for the eighth annual 4-H NYSD.

[INSERT QUOTE FROM LOCAL 4-H YOUTH. SAMPLE QUOTE:] “I participated in 4-H National Youth Science Day last year and had great time learning about aerospace engineering,” said [INSERT NAME OF LOCAL YOUTH]. “Science is now my favorite subject in school. The experiments are really cool! I can’t wait to try out “Motion Commotion” this year.”

In addition to youth in [CITY/COUNTY], youth will conduct the “Motion Commotion” experiment at hundreds of local events taking place nationwide. National 4-H Council will host the flagship national event, with hundreds of youth participating in the experiment on October 7 in Washington, D.C. The national sponsors of 2015 4-H NYSD are Hughes (HughesNet satellite Internet), Lockheed Martin and U.S. Cellular.
A recent longitudinal study conducted by Tufts University, *The Positive Development of Youth: Comprehensive Findings from the 4-H Study of Positive Youth Development*, revealed 4-H programming does indeed get young people more connected to science. According to the study, 4-Hers are *two times* more likely to participate in *science, engineering and computer technology programs* during out-of-school time (Grades 10-12) and 4-H girls are *two times* more likely (Grade 10) and nearly *three times* more likely (Grade 12) to take part in *science programs* compared to girls in other out-of-school time activities.

Every year, youth complete more than 5 million 4-H Science projects in robotics, agricultural science, rocketry, wind power, environmental science and alternative energy. To learn more about 4-H NYSD, visit [www.4-h.org/nysd](http://www.4-h.org/nysd). Science kits for the 2015 National Science Experiment are currently available for pre-order.

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**About [STATE] 4-H**

4-H, the nation’s largest youth development organization, grows confident young people who are empowered for life today and prepared for career tomorrow. 4-H programs empower nearly six million young people across the U.S. through experiences that develop critical life skills. [Insert State Boilerplate Language](#)
MEDIA ADVISORY

[INSERT COUNTY/CITY] Youth to Join Hundreds of Thousands in World’s Largest, Youth-Led Science Experiment

2015 4-H National Youth Science Day explores the science behind distracted driving

WHAT: Approximately [INSERT ESTIMATED # OF YOUTH PARTICIPANTS] youth will lead the eighth annual 4-H National Youth Science Day (4-H NYSD) experiment in [INSERT CITY/COUNTY] this year.

They will conduct the “Motion Commotion” experiment, which combines a speeding car collision and a distracted driving demonstration in a simulated activity that investigates the physical and human factors of motion. 4-H NYSD is the world’s largest, youth-led science experiment.

WHEN: [INSERT DAY, DATE, TIME OF EVENT]

WHERE: [INSERT LOCATION AND ADDRESS OF EVENT]

VISUAL: In a two-part science experiment, [INSERT CITY/COUNTY] youth will use every day materials – including a toy car, modeling clay, ruler, calculator and cell phone – to explore physics in the real-world. In the first phase, youth will construct a simulated runway to analyze the speed, momentum and kinetic energy of a car in motion, and will explore the science behind the car’s collisions. In the second phase, they will lead an experiment that uses the same physics principles to demonstrate the consequences of distracted driving.

# # #

Contact:
[INSERT CONTACT NAME]
TITLE
AFFILIATION
ADDRESS
PHONE
FAX
EMAIL

Links:
4-H NYSD – www.4-h.org/nysd
Web Banner, Ads, and Bookmarks

We have created artwork that can be edited with your information to promote your event and 4-H NYSD participation. Collectively, we will promote and showcase the powerful impact a fun, hands-on STEM learning experience can have on our nation’s youth. Please download all creative collateral at www.4-H.org/nysd so you can customize the documents with your own event information before printing.
The 2015 National Science Experiment, Motion Commotion, explores the science of motion—how things move through space and time. You will discover how human factors, such as reaction time, affect your own body’s motion and your ability to stay safe.

INSERT DATE OF EVENT HERE

INSERT ADDITIONAL INFORMATION HERE

Set-up your event and buy your kit today at www.4-H.org/NYSD

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Facebook.com/4H
Twitter: 4H
Instagram: @4H
#4HNYSDD
HughesNet
Lockheed Martin
US Cellular
Fundraising Guide

4-H NYSD is a great opportunity for you to solicit fundraising support from your community for your STEM programs. This can also help you create loyal 4-H supporters and raise community awareness of 4-H. Here are some suggestions and best practices to make the most of this potentially lucrative opportunity.

Begin by developing a prospect list of companies and individuals that may donate to this cause:

- Research what local businesses support youth development and STEM
- Reach out to the owners of these businesses and ask to speak with them about 4-H NYSD
- When you talk with them bring information on both NYSD and the other STEM programs being operated in your county. Explain the huge impact these programs have on engaging and interesting youth in STEM
- Make sure to share the benefits they will receive for supporting you. One of the reasons companies donate is to get their name in front of new audiences and strengthen their brand.
- Sample benefits include:
  - Logo inclusion (signage, website, program book, etc)
  - Opportunity to hand out collateral to event attendees
  - Opportunity to speak at local 4-H NYSD event

Also look at the individuals who may be interested in supporting 4-H STEM programming

- Does your 4-H have a list of past donors? Add those to your list as well
- Send an email solicitation telling them about NYSD and your valuable STEM programming and requesting they support it with a donation
- If you have the man-power host a call night, and have volunteers call your supporters asking for their support

Don’t forget to ask for In-Kind Donations!
• Some companies won’t be able to support you with funds but may give you an in-kind
donation for your event, like printing or food! This can significantly lower your event costs

Steward all your donors

• Be sure to send a thank you note after the event

• Send a tax receipt so they can write off their donation as well. This should include the
amount of their tax-deductible donation (the amount they donate minus the value of any
benefits they may receive ie tickets or meals) and your 503(c)’s EIN

• Make sure to stay in touch with your donors throughout the year! This will make them
more likely to donate again in the future

Closing Notes

We are grateful for your support of 4-H NYSD. It enables 4-H to energize youth of all ages in
STEM and also engage with members of the community. We can not only educate the
community on the importance of STEM education, but we also get to showcase the 4-H
experience and impact.

Additional To-Dos:
  o Register your event and let us know how many youth you are engaging in
  4-H NYSD at www.4-H.org/nysd
    ▪ We will be populating a map with all events – make sure you are
      represented!

  o Share at least one youth impact story from this partnership
    ▪ We want to hear how youth are engaging in STEM in your community!
    You can upload the impact stories at http://www.4-h.org/get-involved/share-
      story/

DON’T FORGET TO SHARE ON SOCIAL MEDIA: #4HNYSDD

Show the world how you’re taking part in the world’s largest youth-led science experiment. Join the thousands of
other 4-H Clubs, groups and young people who will be sharing photos and comments from their exciting 4-H
NYSD experience on Facebook, Twitter and Instagram with the hashtag: #4HNYSDD!
Thank you for your participation and support!

Contacts

If you have any questions specific to this toolkit, please contact the following resources:

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