

Marketing Your 4-H Program

Indiana 4-H Leadership Summit 2018



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The 4-H Brand

A brand is a name, term, design, symbol, or other feature that identify the goods and services of one group.

How an organization presents itself visually and the words they use to talk about who they are and what they do.

Benefits of a strong and consistent brand:

- Dependability
- People get to know you
- Takes attention away from rivals
- Helps attract new customers faster

A group of diverse young people, likely 4-H members, are shown outdoors. They are all wearing bright green shirts. In the foreground, a young woman with long brown hair is smiling broadly at the camera. Behind her, several other young people are visible, also smiling. One man in the background is holding a clipboard. The background is a soft-focus outdoor setting with greenery.

4-H empowers youth with
skills they need to lead for a
lifetime



How do you currently market?

Social Media

Newsletters

Website

Billboards

Ads in movie theaters

Flyers in Community Spaces

Community Outlets- Newspaper, Radio, Library Displays, Bulletin Boards

What Should I Say?



Brand Message



Celebrations



Announcements





Where should I say it?

Depends on message and intended audience

- Newspaper, radio, social media shout outs for community partners
- Facebook and website for parents
- Instagram and Snapchat for teens and young adults



Dynamic Photography

Show kids doing and discovering through hands on learning

Marketing Online Resource Center

Flickr

- National & State
- Thousands of photos of 4-H'ers
- Full size versions available





Celebrating youth & protecting their privacy

Photo releases

First names only





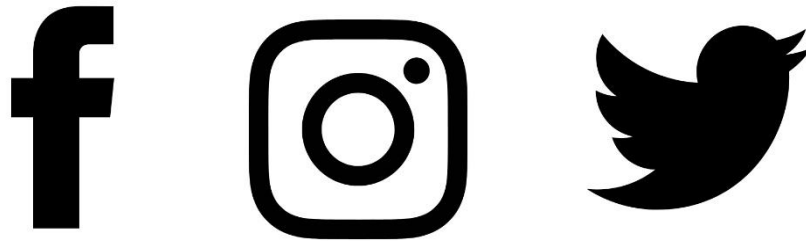
Social Media Best Practices

Choose appropriate content and messaging for different platforms

Posts are most effective when they're native to the platform

Engage connected youth & savvy parents to help you get the word out

Write as if each post may be the first someone has seen





Delegate & Use Your Resources

Connect with your community to identify marketing opportunities

Indiana 4-H Foundation shared a post. October 29 at 9:40 AM

Hear from the Putnam County Junior Leaders about their Indiana 4-H Takes a Bite Out of Hunger service project, and how they used the funds provided by the grant made available by the Foundation!

#4HGrowHere #IN4HFoundation #TrueLeadersinService



521 Views


WREB, 94.3 FM, YOUR HITS AND FAVORITES STATION
June 4

The Purdue Extension office came by this morning to talk about The Putnam County 4-H Takes a Bite Out of Hunger with John Fischer, Mark Evans, Taylor Goss, Hannah York & Kinzee Wilson.

Indiana 4-H, Kathleen Bohde, Shelly Bingle and 4 others 1 Share

Purdue Extension Jackson County October 31 at 10:32 AM

"One state-wide opportunity youth can attend through the Indiana 4-H Program is 4-H Round Up at Purdue University. During 4-H Round Up, youth participants live and learn in Purdue University dorms, enjoy a wide array of opportunities across campus, and choose from action-packed career exploration classes offered by various schools of study at Purdue. The research-based information our 4-H members have access to through Purdue University changes the way families operate their farms and solve the agricultural challenges of today." http://www.tribtown.com/.../thank_a_farmer_for_feeding_the_w.../



TRIBTOWN.COM

Thank a farmer for feeding the world
It's that time of year again: harvest time. For some of you, that means

Indiana 4-H, Chris Gilbert, Carolyn Gordon and 5 others

Like Comment Share Hootlet

Xiomara N. Diaz Vargas is with Steve Wagoner. September 12

Yesterday at the City Council Administration and Finance during the Purdue Extension budget hearing meeting 5 of the 12 4-H students from Marion County who participated in National events in 2018 were able to thank city council officials for their support. I can't be prouder, the message was well delivered #4HGrowHere #Indy4H #TrueLeaders



Kathleen Bohde, Shanna Ebert and 29 others 2 Comments 4 Shares



Planning Your Marketing

Balance what you're talking about

- Mix announcements with brand content & celebrations
- Make an effort to talk equally about program areas
- Mix photos, videos, graphics

Plan in advance

- Record as many details as are useful to you
- Planning allows you to use multiple channels
- Campaign - Evenly disperse over an amount of time
- Event - Work backwards from event date

