



## **Project Title: 4-H Marketing**

### **Description:**

This project will help youth practice life skills while having fun and learning.

### **State Fair Entries:**

No State Fair Exhibit.

### **Exhibit Guidelines:**

An Allen County 4-H General Record Sheet must be completed, signed and turned in at the beginning of check-in for All Exhibit Building Projects. One Sheet regardless of number of projects.

All posters, notebooks, and display boards must include a reference list indicating where information was obtained, giving credit to the original author when using outside sources, to complete the 4-H member's exhibit. This reference list should/might include web site links, people and professionals interviewed, books, magazines, etc. It is recommended this reference list be attached to the back of a poster or display board, be the last page of a notebook, or included as part of the display visible to the public. A judge is not to discredit an exhibit for the manner in which references are listed. Space should be left in the lower right-hand corner to place an exhibit tag provided by Purdue Extension Staff.

4-H'ers will develop and utilize planning/organizing, critical thinking, problem solving, and communication skills as they are challenged to create a marketing piece that promotes the 4-H program. The marketing piece must be quickly and easily transported, easily replicated (if it is a printed material), and easily accessible (if it is an electronic media). Marketing tools may include but are not limited to posters/banners, displays, radio scripts, handouts, etc. Members may exhibit up to three (3) marketing pieces from their division each year.

### **Exhibit Class Guidelines:**

#### ***Beginner (grades 3-5)***

Create a 4-H marketing tool focused on one of the following topics: Indiana 4-H Mission and Vision, benefits of being involved in a 4-H Club, an Allen County 4-H project you have never enrolled in and/or exhibited, a 4-H activity (excluding the Allen County Fair)

#### ***Intermediate (grades 6-8)***

Create a 4-H marketing tool focused on one of the following topics: Research the Essential Elements of Positive Youth Development and incorporate all four into your marketing tool (Belonging, Mastery, Independence, and Generosity), an Area or State 4-H Trip available to those in grades 3-8 such as Round-up or 4-H Camp, an Allen County 4-H project area with less than 10 members (ask the Extension Office for enrollment numbers)

### *Advanced (grades 9-12)*

Create a 4-H marketing tool focused on one of the following topics: 4-H as a valuable community resource, volunteer opportunities for adults who are not currently involved with 4-H, 4-H prepares youth to be college and/or career ready, an Area, State, or National 4-H Trip available to those in grades 9-12 such as 4-H Academy at Purdue, Citizenship Washington Focus, State Junior Leader Conference, Indiana State Fair Youth Leadership Conference, 4-H Camp (in the Counselor role), etc., or the benefits of being involved in Junior Leaders.

Updated 10/2024