

4-H Marketing Score Sheet

Exhibitor's Name _____ Placing _____

Grade/Division/Club _____

	Excellent	Good	Needs to Improve
Marketing Characteristics			
• General Appeal			
• Use of Selected Media			
• Easy to transport, replicate, or access			
• Conforms to the Age, Maturity, or Intellect of the Intended Audience (ie. basic for new 4-H'ers; more in depth for season 4-H'ers; adult oriented for adults, etc.)			
• Solicits a Call to Action of the Audience			
• Some form of contact information included (ie. website, phone number, physical address, building name, email, etc.)			

Marketing Tool Topics

• Focuses on one of the topics listed in the division guidelines			
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Appropriate Use of the 4-H Name and Emblem

• 4-H Name and/or Emblem is used			
• Name and/or Emblem is used appropriately			

Comments:

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