

AUDIENCE DEVELOPMENT

RECRUITMENT FOR 4-H PROGRAMS SHOULD HAPPEN YEAR-ROUND



RECRUITMENT FOR CERTAIN PROGRAMS MAY BE SEASONAL



4-H MUST BE OPEN TO ALL YOUTH TO ASSURE NON-DISCRIMINATION AND OPEN ACCESS



PROGRAM VISIBILITY AND PROGRAM DEVELOPMENT MAKE RECRUITMENT MORE SUCCESSFUL

BEST PRACTICES

FOR AUDIENCE DEVELOPMENT

RECRUIT THROUGHOUT THE YEAR FOR THE PROGRAM AS A WHOLE

MAY BE BEST TO FOCUS EFFORTS TOWARDS A SPECIFIC GROUP OF PEOPLE

CREATE OPPORTUNITIES FOR NEWCOMERS WITH SHORT-TERM INTERESTS

CREATE PROGRAM THAT MATCHES DEMOGRAPHICS OF COMMUNITY

4-H COUNCIL'S

RESPONSIBILITIES



GUIDE PROMOTION



AID IN PROMOTIONS



CREATE WRITTEN PUBLIC NOTIFICATION PLAN THAT FOCUSES ON AUDIENCE DEVELOPMENT



IDENTIFY SPECIFIC PROMOTION TASKS FOR EACH COUNCIL MEMBER TO COMPLETE

Purdue University is an equal opportunity/equal access institution.