

4-H VIRTUAL LEARNING: MARKETING TIP SHEET

We know that across the country, communities are facing unforeseen challenges due to the impact of the Coronavirus (COVID-19). It has been impressive and exciting to see how quickly 4-H professionals and volunteers have mobilized to support young people and communities nationwide with hands-on, virtual learning. Not only do these new interactive experiences offer opportunities to continue to engage our 4-H families, but they offer a wonderful way to introduce and engage new audiences who may not be familiar with 4-H's high quality, positive youth development.

Whether you're using Facebook Live, Zoom, Instastories or any other virtual platform, below are a few tips and tricks you can use to more effectively promote the 4-H brand through these experiences.

1 KEEP THE 4-H CLOVER AND YOUR EXTENSION BRAND VISIBLE

Whether you're broadcasting live from your county or state office, living room, backyard or farm, don't forget to showcase the brand with what you have on-hand. Here are a few quick and easy ideas:

- Show off your Extension apparel and 4-H SWAG – t-shirts, buttons, caps and jackets are all a great way to show that #4HGrowsHere! Visit www.shop4-h.org for the latest 4-H apparel and merchandise.
- Pull-up banners and tabletop-signs are also great marketing tools. Taking the learning outdoors? Don't forget the 4-H Grows Here lawn sign!

Download these and other assets from the “4-H Marketing Assets” section of the 4-H Marketing Online Resource Center (www.4-H.org/MORC)

3 DON'T FORGET THE 4-H PLEDGE

Incorporating the 4-H Pledge into the first few minutes of your virtual experience is a powerful and easy way to showcase what 4-H is all about. Encourage your audience to join along with you.

4 CLOSE OUT WITH A CALL TO ACTION

By now, hopefully your audience has learned something new and had lots of fun along the way. Don't forget to keep the engagement going with a quick call to action. This can be as easy as:

“If you enjoyed today's activity, we hope you'll check out all that 4-H has to offer at 4-H.org (or insert your own 4-H web site if the URL is short and easy to remember).”

Another alternative could be: “Parents, if you enjoyed today's activity, don't forget to like the [insert state] 4-H Facebook page and follow us on Instagram and Twitter.”

2 REMEMBER YOUR ELEVATOR PITCH

Don't assume your viewers know about 4-H. Use this as an opportunity to practice your elevator pitch – introducing 4-H to families and potential supporters in a quick and engaging way. Remember, you will probably have kids and their parents tuning in, so keep it simple, keep it quick and avoid jargon.

Don't have an elevator pitch ready to roll? Below are two samples you can try.

“Welcome to [insert the name of your virtual opportunity]. I'm [share your name and position] and I'm so glad you could join us today. Here in 4-H, we empower youth with the skills to lead for a lifetime through research-backed, fun, hands-on activities in areas like science, health, agriculture and civic engagement – all with the support of a caring adult mentor.

In [insert state], 4-H is brought to you by the [insert state/land-grant institution] Cooperative Extension. [Insert state] Cooperative Extension's experts and educators share university knowledge, information, and tools you can use every day to improve your life.”

or

“Welcome to [insert the name of your virtual opportunity]. I'm [share your name and position] and I'm so glad you could join us today. 4-H is a community for all kids, with programs that suit a variety of backgrounds, interests, budgets and schedules. From in-school to after-school, clubs to camps, 4-H's positive youth development programs are available in your local community and welcome children who want to have fun, learn and grow.

In [insert state], 4-H is brought to you by the [insert state/land grant institution] Cooperative Extension. [Insert state] Cooperative Extension's experts and educators share university knowledge, information, and tools you can use every day to improve your life.”