

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:

Artificial Intelligence (AI) may be used, with parent permission, when creating this exhibit and is to be documented as a reference. A majority of the work to create this exhibit is to be the 4-H member's original work. All posters, notebooks, and display boards must include a reference list indicating where information was obtained, giving credit to the original author, 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 way references are listed.

Posters are to be 22"x28" and displayed horizontally and placed in a clear plastic sleeve or covered with clear plastic to protect contents. The poster must be mounted on a firm backing to add stiffness to the exhibit, for example: a foam core board. Display boards should be designed to sit on a table using no more than 36" of tabletop space. Space should be left in the lower right-hand corner to place an exhibit tag provided by Purdue Extension staff.

Judges evaluating exhibits should recognize individual differences and creativity, therefore using information in this document as a guide rather than a requirement.

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.