

4-H Marketing

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

No State Fair Exhibit.

- Enroll in 4-H, pay annual program fee, and enter project in V2.4online by May 15, 2024
- Enter exhibit(s) in Fair Entry by May 24, 2024. See page 7 Rule #24.
- Exhibits checked-in Saturday, June 15, 2024 from 9am-12 pm, judging starts at 12:30 pm

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.

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 Requirements:

Division I (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)

Division II (grades 6-8)—create a 4-H marketing tool focused on one of the following topics:

Essential Elements of Positive Youth Development—Belonging, Mastery, Independence, and Generosity. Research the Essential Elements of Positive Youth Development and incorporate all four into your marketing tool.

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.

Division III (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 @ Purdue, Citizenship Washington Focus, State Junior Leader

Conference, Indiana State Fair Youth Leadership Conference, 4-H Camp (in the Counselor role), etc.

Benefits of being involved in Jr. Leaders.