

4-H Marketing
(No State Fair Exhibit)

- Enroll in 4-H, pay annual program fee, and enter project in V2.4honline by May 15
- Enter exhibit(s) in FairEntry by last business day in June, which is June 30, 2021. See page 7 Rule #23.
- Exhibits checked-in Saturday, July 24 from 9am-12 noon, 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.

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.

2/2021