Hi! My name is _____________________
I am Fairfield County 4-Her.

Do you know what 4-H is?
- 4-H is the largest out-of-school youth organization in the US
- In 4-H we learn leadership, citizenship and things like record keeping, decision making, getting along with others and how to make our community better by doing community service projects.
- My 4-H projects are ______________________
- 4-H is fun. I learn _________________________ (new things, meet new people and do community service projects)

I’m here today to ask you to support 4-H.
The money earned through the ad campaign pays for everything we need for the whole year- (pick a few or add your own)
- Scholarships for Conferences, Summits and Camperships
- Fairfield County 4-H website
- 4-H Fair
- Dog show
- Recognition for volunteers and members
- Workshops & Clinics
- Ribbons and trophies for recognition awards

Ask, would you be interested in buying an ad or being a sponsor?
- If they say they want to buy an ad, show the ad sizes in the brochure.
  - Full page ad cost $125  ½ page ad - $65  ¼ page ad - $40  Business cards-$30

- If they want to be a sponsor, explain the types of sponsorship
  1. Blue Ribbon 4-H sponsor -$50; 2 lines of text – 60 characters/line (includes spaces) - will be listed on the Blue Ribbon page in the Dog Show Book and Fair Book.
  2. Red Ribbon 4-H sponsor - $35; your name/town will be listed on the Red Ribbon page.
  3. 4-H Patron - $25; Names of Patrons are listed on the Patron page.

After they have chosen,
- Fill out the “order form” section of the brochure. They should paperclip their ad to the brochure and email digital copy to donna.liska@uconn.edu if they have it. Don’t forget to take their check.
- Sometimes, they must check with someone - You may have to go back- be sure to get the person’s name or phone number so that you can contact them again.

Always thank them for supporting the youth of Fairfield County 4-H
DRESS NEATLY, BE POLITE AND REMEMBER TO SAY “THANK YOU”!
ADDITIONAL INFORMATION ABOUT 4-H

♦ Fairfield County 4-H improves our community- over 2,200 hours of local community service was contributed by 4-H leaders and members
Examples are:
• FC 4-H as donated over 600 pounds of food to local pantries
• FC 4-H has made 30 fleece blankets for a local hospital
• FC 4-H has donated 8,000 half gallons of milk to local food pantries
• FC 4-H created 45 new pet adopters goodie bags and collected food & supplies for a local shelter

4-Her’s are 4 times more likely to contribute to their communities as adults!

♦ Funds from the Ad Campaign support the following:
  o Mentoring programs
  o STEM education
  o 4-H County Fair
  o 4-H Dog Show
  o Public Speaking Honor Groups
  o Leadership training for teens and volunteers

♦ Donors contribute one half of the total county 4-H budget.

♦ Businesses and people who buy ads/sponsorships from you will be recognized the following ways:
  o Be listed on our webpage for an entire year.
    https://4-h.extension.uconn.edu/fairfield-county/
  o One sponsor will be featured weekly on our Facebook page
  o Ads/sponsorships will be included in our 4-H Dog Show program in June
  o Ads/sponsorships will be included in our Fair book in October
  o All donations are tax deductible

♦ Proceeds from this ad campaign are the primary source of funds used by the 4-H Development Committee to expand opportunities to youth of Fairfield County.
  o After school programs, public speaking, scholarships, conferences for members & volunteers, training clinics, workshops, teen leadership conferences, project evaluations
  o Volunteer recruitment and training, youth entrepreneurship, youth philanthropic boards
  o Recognition for volunteers and members

All paperwork needs to be postmarked by Feb14th and sent to Donna Liska

“4-H is a community of young people across America who are learning leadership, citizenship and life skills.”