



TALKING POINTS for 4-Hers

FAIRFIELD COUNTY 4-H FAIR AD & SPONSORSHIPS CAMPAIGN

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 has 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-Hers are 4 times more likely to contribute to their communities as adults!

- ◆ Funds from the Ad Campaign support the following:

- Mentoring programs
- STEM education
- 4-H County Fair
- 4-H Dog Show
- Public Speaking Honor Groups
- 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:

- Be listed on our webpage for an entire year.
<https://4-h.extension.uconn.edu/fairfield-county/>
- One sponsor will be featured weekly on our Facebook page
- Ads/sponsorships will be included in our 4-H Dog Show program in June
- Ads/sponsorships will be included in our Fair book in October
- 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.

- After school programs, public speaking, scholarships, conferences for members & volunteers, training clinics, workshops, teen leadership conferences, project evaluations
- Volunteer recruitment and training, youth entrepreneurship, youth philanthropic boards
- 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."

