

December 2022

Dear Parents of 4-Hers:

From the beginning of December 2022 to February 14, 2023, Fairfield County 4-H will be soliciting ads and sponsorships for our county program.

The County does not charge membership fees, so all the money we need must be raised. We have made progress in securing corporate sponsorships-about 30% of our budget is raised this way. The money raised with the ad campaign supports all of Fairfield County 4-H - projects, activities, camperships and recognition.

**Please help your child be successful in the Ad & Sponsorships Campaign.** The highest seller will receive a trophy. Other youth awards are listed on the Questions about the Fairfield County 4-H Fair Ad & Sponsorships Campaign handout.

Although Fairfield County 4-H is part of UConn, each county is responsible for raising money that support all their county programs and activities - the Fair, Dog Show, Recognition Night, Washington Focus, Public Speaking contest, volunteer dinner, ribbons, awards, and facility rentals are just some of the things that we must fund. It takes funds to create new fun activities as well.

**We are counting on your support. If EVERY 4-Her sold at least \$50 in sponsorships or ads, Fairfield County will be able to conduct all our activities and events.**

Attached are ad & sponsorships campaign brochures; general information about the ad campaign; talking points for selling ads; and a Summary Sheet that should be enclosed with completed brochures and ads. Please discuss this information with your child.

Sincerely yours,



Ede Valiquette, UConn 4-H/Youth Development Educator

People who seek Activity Scholarships for camp, Washington Focus, Summits and College Scholarships must participate at least \$35 in the annual Ad Campaign.