

4-H Marketing & Promotion Committee

August 24, 2021 @ 7:00pm via Zoom

AGENDA & Minutes

Committee Membership

- Dawn Smith, Washington Center (Term expires: 2021 – 2nd term) - present
- Deb Myers, Next Generation – Chair (Term expires: 2021 – 2nd term) - present
- Nita Duerst, New Glarus (Term Expires: 2022)
- Bridget Manthey, Young Americans (Term Expires: 2022) – 608-214-9990, email
- Nicole Ruegsegger, Clarno (Term Expires: 2022) - present
- Bridget Nusbaum, Next Generation – Financial Secretary (Term Expires: 2021) - present
- Heidi Rufer, Next Generation (Term Expires: 2023)
- Devi Duerst, New Glarus (Youth Leader)
- Mirielle Smith, Washington Center (Youth Leader) - present

1. Financial Report - budget of \$1,750.00

- Approved expenses as of 8/23
 - i. National 4-H Week Club Promotional Display Contest prizes - \$70.00
 - ii. Laminated “Find Your Spark” Posters - \$100.00
 - iii. Yard Signs (25) - \$137.50
 - iv. Postcards (100) - \$22.00

2. Planning for Explore 4-H Day - Sat. Oct. 2

- Timeframe - Noon-3:00pm?? *Noon-2:00pm*
- Who is available to help? Dawn, Debbie
 - i. Friday Set-up - Nicole
 - ii. Saturday Set-up, Event & Clean-up
- Fliers to the Schools (approx. 3,500) and Posters for Community (24)
 - i. 2019 Costs - \$350.00 printed by Extension
 - 1. 11”x17” posters (50% color, 50% B&W)
 - 2. 2-sided, ½ sheet flyer in B&W
 - ii. 2021 Budget - How much are we willing to spend? \$500 (motion by Debbie & second by Briget)
- Social Media - Do you want to approve a paid Facebook ad?
 - i. 2019 - Paid \$50.00 (6.9K people reached; 115 Responses)
 - ii. 2021 - \$100.00 (motion Debbie & second Briget)
- Station Activities
 - i. Project Stations
 - 1. Suggestions: Foods (Debbie), Air Rifle, Rabbit, Geology (Mirielle), Houseplants, Aerospace (Johnsons), Cloverbuds/Exploring, Arts, Chickens, Cats
 - 2. Budget: \$30 per station, if their project doesn’t have a line item; same for Community Service (Motion Briget & second Debbie)

- ii. Community Service Station
 1. Suggestions: [Pet Toy](#), or [Cards for Veterans](#)
 2. Budget: see above
- Giveaways - Do we need them? If so, what is our budget? [\\$125 \(Motion Briget & Dawn second\)](#)
 - i. Ideas: [Ice cream tokens for Culvers/Dairy Queen](#)
 - ii. [Use a wheel or pinko \(Nicole\)](#)
 - iii. [Need bags for supplies](#)
- Other notes:
 - i. [Hang posters from past years of other 4-H projects](#)
 - ii. [Water & Snack - Debbie](#)
 - iii. [Promote FREE Kids Activities](#)
 - iv. [Display of County Fair Projects](#)
 - v. [Try to keep bilingual promotion and partner with Latino community members.](#)

3. What else can/should we do to make a big 4-H Enrollment push?

- National 4-H Week
 - i. 4-H at the Libraries - partner with 4-H clubs to offer a 4-H program or activity stations at Public Libraries
 1. Budget: [\\$35 \(Motion Briget & second Dawn\)](#)
- Challenge/Support Clubs
- In the Schools
- With the Libraries
- Social Media
 - i. Lana can use the media resources from National 4-H
 - ii. Do you want a paid ad? [No paid ad in 2021](#)
- Posters - How many posters do we need/want? May need to increase the budget to get 2 posters per club. [1 poster per club; stay within \\$100 budget](#)
- Culvers - looking into a Culvers night or Concrete for a Cause during National 4-H Week.