

# THE GUIDE TO MICHIGAN 4-H YOUTH DEVELOPMENT



## PROMOTIONAL RESOURCES

**W**hether you're a 4-H staff member or an active 4-H volunteer who wants to "spread the 4-H word," there are a wide variety of resources available to help you market 4-H in your community. These dynamic and informative materials can help you inform young people, potential volunteers and resource people, teachers and others about what 4-H has to offer.

## PROMOTIONAL RESOURCES

### PUBLICATIONS

#### 4-H PUBLICATIONS

The following "Explore, Experience, Achieve" items are designed to be used as 4-H promotional and recruiting materials and are available from your county MSU Extension office. They are listed in numerical order.

##### **4-H 1599 Explore, Experience, Achieve Brochure**

This brochure is designed for use with parents, potential volunteers and community partners as a general overview of Michigan 4-H Youth Development. (Michigan 4-H, 2003)

##### **4-H 1600 Explore, Experience, Achieve Poster**

Post these in schools, community centers, and any place where you can connect with young people. There are three age-appropriate camera-ready promotional activity sheets that can be used and distributed at sites. (Michigan 4-H, 2003)

##### **4-H1601 Explore, Experience, Achieve Bookmark**

Easy give away for school and special event recruitment, mall shows, county fairs, etc. (Michigan 4-H, 2003)

The following publications are available on the Michigan 4-H Youth Development Web site:

##### **Michigan 4-H Today and Michigan 4-H Today In Focus**

<<http://www.msue.msu.edu/cyf/youth/M4HTD/>>

*Michigan 4-H Today* is a newsletter providing youth development news and event information for the Michigan 4-H community. Issues include an 8- to 12-page, tabloid-size publication (*Michigan 4-H Today*) published every fall and four topical newsletter supplements (*Michigan 4-H Today In Focus*) that are distributed online as inserts in county newsletters throughout the year. The newsletter, which is sent to volunteers across Michigan, features articles and photographs related to youth development issues, project news and activities, upcoming events and new 4-H resources.

##### **4-H News Release Handbook**

<<http://www.msue.msu.edu/cyf/youth/newsreleases/>>

The handbook includes samples of news releases for publicizing and promoting state event home-towners, Kettunen Center workshops, awards and other 4-H activities. It also includes a section on writing and media relations. (Michigan 4-H, 2001)

#### EXTENSION PUBLICATIONS

The following Extension publications are available from your county MSU Extension office. They are listed in numerical order.

##### **APR 507 MSU Extension CYF Folder**

This folder is identical to the MSU Extension folder, but has CYF-related photographs. The Explore, Experience, Achieve 4-H promotional materials are designed to compliment and be used with this folder to help connect 4-H with MSU Extension identity.

- CYF1001 Children, Youth & Family Programs Promotional Brochure Improving Life Where You Live**
- CYF1002 CYF Programs Promotional Pocket Folder**
- CYF1005 Building Strong Families Recruitment Brochure**
- CYF1007 CYF Programs Promotional Stickers (300 stickers/pkg)**
- CYF1008 CYF Programs Preprinted Paper Stock (50 sheets/pkg)**
- E1939 Developing a Promotional Strategy**
- E2005 Selecting Promotional Media**

## PROMOTIONAL RESOURCES

### ◆ AUDIOVISUAL MATERIALS

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*The following collection is available at the State 4-H Office:*

Extensive library of raw footage of 4-H kids and activities in action.

### ● RESOURCES

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#### ONLINE MICHIGAN 4-H RESOURCES

*The following resources are available on the Michigan 4-H Youth Development Web site.*

##### **Michigan 4-H Youth Development Online**

<<http://www.msue.msu.edu/cyf/youth/>>

The Michigan 4-H Youth Development Web site features links to online 4-H-specific fun activities and downloadable age-specific activity sheets, as well as content information on 4-H projects, state awards, scholarships and volunteer training.

*The following graphics and portable document files (PDFs) are available on the Michigan 4-H Youth Development Web site for staff use only. These graphics and identity pieces are copyrighted to the MSU Board of Trustees. All rights reserved.©*

##### **Defining Michigan 4-H Youth Development (PDF)**

<<http://www.msue.msu.edu/cyf/youth/defining4h.html>>

Easy to copy definition of the vision, mission, programming philosophy, methodology and people of Michigan 4-H Youth Development.

##### **Michigan 4-H Guiding Principles (PDF)**

<<http://www.msue.msu.edu/cyf/youth/guidingprinciples.html>>

An easy to copy description, elements of effective practice and research citations of the seven Michigan 4-H guiding principles.

##### **Explore, Experience, Achieve Powerpoint Presentations**

<<http://www.msue.msu.edu/cyf/youth/downloads/>>

These templates allow you to create your own Powerpoint presentations using the Explore, Experience, Achieve campaign identity. There are also complete presentations on the 4-H guiding principles and Defining Michigan 4-H Youth Development. Use these for new leader orientation, current county volunteer training and updates and presentations to decision-makers and collaborators.

##### **Explore, Experience, Achieve camera-ready book-marks, 4-H pledge overhead, Michigan map, logos and other identity graphics**

These resources are available as downloads from the Michigan 4-H Youth Development Web site at <<http://www.msue.msu.edu/cyf/youth/downloads/>>.

#### OTHER 4-H RESOURCES

*The following resource may provide more information in this area.*

##### **National 4-H Council**

7100 Connecticut Ave.

Chevy Chase, MD 20815

Internet: <http://www.fourhcouncil.edu/index.htm>

• Materials and workshops

##### **National 4-H Council Source Book**

The Source Book offers a variety of clover products including corrugated clover signs, 4-H club or county T-shirts, stationary, awards and recognition pieces among many other resources. Counties annually receive an updated copy of the Source Book or you can visit the national 4-H store online at <<http://www.4hstuff.org/>>.

## **P**ROMOTIONAL RESOURCES

### **OTHER MSU RESOURCES**

*The following materials are available through the MSU department listed.*

#### **MSU Extension's Children, Youth & Family Programs**

Michigan State University  
103 Human Ecology Bldg.  
East Lansing, MI 48824-1030

• **CYF Staff Handbook** – This easy-to-use guide is designed for those new to working with MSU Extension's Children, Youth and Family Programs. It provides information on everything from organizational structure to getting an MSU ID card. Each county MSU Extension office has a copy.

#### **ANR Communications**

4-H Information Coordinator  
Michigan State University  
310 Agriculture Hall  
East Lansing, MI 48824-1039  
Phone: 517-336-1555

The responsibilities of the 4-H information coordinator include:

- Coordinating and developing public information and promotional programs for Michigan 4-H Youth Development
- Coordinating publicity and promotion for state and national events, activities, awards
- "Communicator" 4-H articles
- "Michigan 4-H Today" newsletter
- Editor, "Vantage" (Michigan 4-H Foundation newsletter)
- Resource person for media relations, publicity, promotion, public relations
- Resource person for county 4-H newsletters
- Information and assistance with public relations, promotion and publicity
- 4-H stories for weekly Outreach Communications television news services (distributed to 18 media outlets across the state and nationally).
- 4-H stories for weekly Outreach Communications radio news services, which includes "For Your Well-Being."
- 4-H Web management and development

### **OTHER RESOURCES**

*The organization listed below may provide more information in this area.*

#### **Comprehensive Health Education Foundation (CHEF)**

22323 Pacific Hwy. South  
Seattle, WA 98198  
Phone: 206-824-2907

• **Mind Over Media** – Everybody's ultimate authority on media access from an insider's point of view (Colleen Patrick)

## PROMOTIONAL RESOURCES

### ▲ THE INTERNET

When you're looking for resources related to your kids' interests, remember to check the Internet. Each section of the *Guide to Michigan 4-H Youth Development* contains suggested search words and terms you can use at an Internet search engine site to begin locating resources. One great starting point for your visit to the Internet is the Michigan 4-H Youth Programs site:

<http://www.msue.msu.edu/msue/cyf/youth/index.html>

Some sections of the Guide list specific World Wide Web sites for you to visit. The URL (Universal Resource Locator) or address of each site is given in brackets < > after the site name. The listings that contain URLs or addresses for Web sites were accurate at the time of this writing, but URLs, like most things on the Web, change constantly. If a URL doesn't work, use a search engine to find the site's current location. Remember, this information is for education and fun only! Reference to commercial products or trade names does not imply endorsement by Michigan State University Extension or bias against those not mentioned.

If you don't have ready access to a computer and modem, check with your local library, school or community college, computer user groups, computer stores or your county MSU

Extension office. They may be able to help you find a way to connect your 4-H group to the online world. Ask the kids you work with, too! Chances are they're already in touch with "cyberspace."

#### HELP KIDS BE SAFE ON THE WEB

*You click on something, and then on something else, and before you know it, you're somewhere altogether different...*

The World Wide Web and other parts of the Internet can be fun, fascinating and informative. But there are parts of the Internet that aren't appropriate for kids. You can help protect the kids you work with as they venture online by monitoring their computer use, visiting the Web sites they visit and staying in touch with what they're doing.

#### Staying Street Smart on the Web

URL: <<http://www.yahooligans.com/docs/safety/index.html>>

This page of the popular "Yahooligans" site contains Web safety advice for kids and parents, and a pledge for Web-surfing kids. It links to several sites that allow you to download software to filter out objectionable material on the 'Net.

#### KEYWORDS & SEARCH TERMS

*The following terms could help you start a search of the Internet related to 4-H:*

- Ad campaign
- Are You Into It?
- 4-H bookmarks
- 4-H brochures
- 4-H clover
- 4-H Exploration Days
- 4-H folders
- 4-H . . . More Than You Ever Imagined
- 4-H postcards
- 4-H stickers
- Marketing
- "Michigan 4-H Today"
- Power of 4-H
- Promotional materials
- Promotional resources
- Publicity
- To Make the Best Better (4-H motto)