

**TALKING POINTS for 4-Hers**

**4-H ANNUAL AD 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
- Fairfield County 4-H website
- 4-H Fair
- 4-H Dog show
- recognition for volunteers and members
- clinics
- workshops
- ribbons and trophies for recognition awards

*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      1/4page 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
  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. Take their check. Sometimes, they have to 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”!  
All paperwork has to be postmarked before or on Feb14 and sent to Donna Liska.**

## ADDITIONAL INFORMATION ABOUT 4-H

- ◆ Fairfield County 4-H improves our community- over 1,800 hours of local community service was contributed by 4-H leaders and members
- ◆ 4-H is a community of young people across America and Fairfield County who are learning leadership, citizenship and life skills.
- ◆ 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. [www.fairfieldcounty4h.org](http://www.fairfieldcounty4h.org)
  - One supporter will be featured weekly on our Facebook page @fairfieldcountyconnecticut4-H
  - 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 volunteers, training clinics,
  - workshops, teen leadership conferences, project evaluations, Fairfield County 4-H website,
  - volunteer recruitment and training, youth entrepreneurship, youth philanthropic boards and
  - recognition for volunteers and members

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