

December 2021

Dear Parents of 4-Hers:

From December 14, 2020 to February 14, 2021, Fairfield County 4-H will be soliciting ads and sponsorships for our county.

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 40% of our budget is raised this way. The money raised with the ad campaign supports all of Fairfield County 4-H - projects, activities and fun!

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, the web page, and facility rentals are just some of the things that we must fund. In addition to the regular activities listed above, we have planned some new things this year – a “meet the clubs” in March, a fun skill-a-thon in April and a Horse Festival in May.

We are counting on your support. If EVERY 4-Her sold at least \$50 in sponsorship 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

1376 STORRS ROAD, UNIT 4134
STORRS, CT, 06269-4134
PHONE 860.486.3581
FAX 860 486.0264

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