Objective – The objective of the promotional package was to promote National 4-H Week to both the general public and 4-H Members. The promotional package encouraged 4-H members to participate in a variety of activities throughout the week.

Target audience – The general public, 4-H families and 4-H members (both regular members and Cloverbud members)

Distribution population – Materials appeared in the following publications/places:

- Wyoming County 4-H Leader Letter – 256 copies mailed out
- Wyoming County 4-H News – 746 copies mailed
- Distributed at events and via direct mailing – 50 Cloverbud members
- Posters were hung in Wyoming County businesses – 6 locations

Publisher’s requirements – The National 4-H Week promotional materials were created with Adobe Illustrator.

Methods used – The 2014 National 4-H Week promotional package was created in print copy as well as made available on the Wyoming County 4-H website.

Production costs – The cost varied based on the portion of the package being distributed. Each poster cost $.24, printing cost for the information that appeared in the 4-H News cost $.06 per publication and the Cloverbud coloring sheets cost $.02 per sheet

Impact results – The development, design and distribution of the National 4-H Week materials introduced new contests and ways to celebrate National 4-H Week to 4-H members. The most exciting part of the package was the Cloverbud coloring contest. The development of this added a chance for Cloverbud members to participate in National 4-H Week, an opportunity they had not previously been afforded. Over 25 Cloverbud members participated in the contest. In addition, being that National 4-H Week was also the Tractor Supply Paper Clover promotion the banners created were used at area Tractor Supply locations to promote 4-H.

Role of the applicant – Tanya Nickerson provided content for the 2013 National 4-H Week Promotional Material. Nate Smith did the design, layout and development of the publications that the information appeared in. Distribution of the posters and coloring sheets were done by a variety of individuals.
4-H WEEK
NATIONAL
October 6-12, 2013
Wyoming County 4-H
(585) 786 - 2251 · 401 North Main Street, Warsaw, NY
Cornell Cooperative Extension of Wyoming County Provides Equal Program and Employment Opportunities.

Make a Lasting Impact
4-H Fun Night - 10/5

Fun Night will be the kick-off event for National 4-H Week. Come and have fun at camp with all your 4-H Friends. Materials will be available to work on submissions for the 4-H Week Contests.

4-H Friday - 10/11

Show your 4-H Spirit by wearing a 4-H Shirt, green or a clover on Friday, October 11th. Don’t have a shirt? There will be some available at 4-H Fun Night.

Paper Clover Promotion -

The Tractor Supply Company (TSC) stores in Arcade and Warsaw are once again joining 4-H in support of local youth with the TSC Paper Clover Promotion, a national in-store fundraising effort to benefit state and local 4-H programming.

Wyoming County 4-H received $1,048 from the spring Paper Clover Promotion! Thank you to all those who purchased a Paper Clover!!

Wednesday, October 9th, through Sunday, October 20th, shoppers at the Arcade and Warsaw Tractor Supply Company will have the opportunity to once again support 4-H in Wyoming County by purchasing paper clovers for just $1 at checkout. All funds raised through this local TSC Paper Clover Campaign will be donated to 4-H. Sixty percent will come directly to Wyoming County, while the other 40 percent will support state and national programs.
6. Be sure to notify the 4-H office as to where the posters are placed, (786-2251). Posters will be picked up by the 4-H office for judging. Please ask the storekeeper to save the poster until pick up!
7. All posters will receive a ribbon and cash incentive. All blue ribbons will receive $3.00, red ribbons $2.00, and white $1.00. In addition, the first blue will receive $5.00, second blue $4.00, and third blue $3.00.

Essay Contest

1. Topic: “Make a Lasting Impact”
2. Awards will be offered in 3 age categories:
   a.) Ages 8-11, essay must be at least 50 words.
   b.) Ages 12-15, essay must be at least 150 words
   c.) Ages 16 and older, essay must be at least 250 words.
3. Essays must be written, typed or printed neatly so they can be easily read.
4. Essays are due by Friday, October 11th at the 4-H Office, 401 North Main Street, Warsaw for judging. Blues- $3.00, Reds- $2.00, & Whites- $1.00. The 1st blue in each group will receive $5.00, 2nd blue- $4.00, 3rd blue- $3.00.

Letter to the Editor Contest

1. Topic: “How 4-H has make a lasting impact on you”
2. Letters must be printed in local newspapers (Batavia Daily, Country Courier, Arcade Herald, Perry Herald) during National 4-H Week. Letters must be submitted by October 7th to appear in that weeks paper.
3. Notify the 4-H Office that you have submitted a Letter to the Editor
4. Prizes: Blues- $3.00, Reds- $2.00, & Whites- $1.00. The 1st blue in each group will receive $5.00, 2nd blue- $4.00, 3rd blue- $3.00.

Cloverbud Coloring Contest

1. Receive coloring sheet from the 4-H Office or off the Wyoming County 4-H Website
2. Contest is for Cloverbud members ages 5-8.
3. Submit the finished coloring sheet to the 4-H Office by Friday, October 11th.
4. All participates will receive a 4-H prize.