NAE4-HA
Promotional Piece 2013

Submitted by
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Objectives
The purpose of this piece was to inform 4-H families, volunteers, and award sponsors of our Annual 4-H Achievement Night and encourage them to attend the event.

Target Audience
The target audience included Yates County 4-H members and their families, 4-H volunteers, and 4-H award sponsors. This invitation was sent to approximately 100 4-H members, as well as 20 volunteers and 5 award sponsors. In addition approximately 25 copies were distributed to CCE-Yates staff members and Board of Directors to better inform said individuals of Yates County 4-H events.

Current Population
The 2010 population of Yates County (reported by the U.S. Census Bureau) was 25,348. In 2012, CCE-Yates reported 113 enrolled 4-H'ers.

Methods Used
The invitation was created by the applicant in Microsoft Publisher and then included in our October/November 4-H newsletter, which is also created in Microsoft Publisher. The newsletter is then posted to our 4-H website, http://counties.cce.cornell.edu/yates/4H/4hindex.htm and 4-H families are notified via e-mail with a link to the newsletter. A select few 4-H families have requested their newsletters in hardcopy and in such cases a newsletter in printed and mailed to those individuals.

Copies of the invitation were also printed (in color) for Yates County 4-H volunteers and award sponsors, as well as CCE-Yates staff members and Board members, with approximately 10 copies mailed to above individuals.

Resources and Costs
The applicant’s time was the main resource used to create this piece. Printing and mailing costs were also incurred at approximately $5.00 and $4.20 respectively.

Applicant’s Role in the Entry
The applicant created the piece to be eye catching and informative, yet not too wordy. With the event occurring in October, she focused on a fall theme hoping to attract reader attention and increase excitement for the event. She then ensured that the document was made available to those needing to know about or benefiting from the event information.
You’re Invited to...

4-H Achievement Night

Sunday, October 21st
3–5pm in the auditorium
of the Yates County Office Building

Honoring 4-H members, leaders, & volunteers!

4-H families—Please bring a healthy snack to share

Please RSVP by
October 17th
315 536-5123