Objectives:

In recent years our county has taken a dramatic funding turn, once fully funded by the county government, three years ago our funding was completely eliminated. The county has reinstated a small amount of those funds and that combined with grants and our fundraising efforts as helped us maintain basic programming. In an effort to avoid this situation in the future and to insure the continuation of 4-H, we developed the Chautauqua County 4-H Endowment Fund to become more self-sufficient in the future.

Target Audience:

This video was developed as a promotional tool to promote the newly developed 4-H Endowment Fund. It was designed in hopes of capturing the excitement, diversity and dedication of 4-H members as well as the impact in their lives and the community. This video is presented at all public venues and will be shown at service organizations meetings throughout this year to raise awareness of the Endowment Fund.

Current Population:

This video has the potential to reach millions of viewers through our County at throughout our Alumni network. We are hoping to share it with public service organizations and one social media to capture the community’s attention and raise awareness about our Endowment Fund and the 4-H Program.

Publisher’s Requirement:

This video was developed with Microsoft Movie Maker, it is 3 minutes and 22 seconds long.

Methods Used (if appropriate)

This video concept was created by the 4-H Endowment Committee, the 4-H Issue Leader, the Teen Ambassador Advisory and the 4-H Teen Ambassadors. The Teen Ambassadors developed the layout and Kendra Hockran, 4-H Youth Member developed the video with Windows Movie Maker. It was reviewed by several volunteers and reworked and finalized by Miss Hockran. It is being presented to the public by the 4-H Issue Leader, Emily Kidd; the Teen Ambassador Advisory, Tina Walters; and 4-H Teen Ambassador youth Representatives Abigail O’Brien and Kayla Nefedov.

Production Costs (if applicable)

There were no monetary costs associated with this video, just lots and lots of time and meetings to review and finalize the video.

Impact Results (if known)

The video was shown at several public venues including the 2013 County Fair and the endowment has reached $100,000. This video has also sparked an interest from service organizations and dates to present in 2014 are being scheduled. The video is also online at: https://chautauquacce.shutterfly.com/4-hendowment/1595

Information on the role the applicant had in the entry

As the 4-H issue Leader I was instrumental in gathering the volunteers and facilitating the think tank that developed the video. I also served as the key reviewer and released the final version to media outlets.

Other

The bulk of the theatrical development was done by teen member Kendra Hockran.