

TO: All 4-H Members, Parents, Leaders and Committee Members

2009 FAIRFIELD COUNTY 4-H AD CAMPAIGN-

WHAT IS IT? AND WHY SHOULD I CARE?

Although 4-H is part of UConn, each county is responsible for raising money that support all their county programs and activities- the Fair, Recognition Night, Washington Focus, Teen Connection, public speaking, volunteer dinner, ribbons, awards, the web page, facility rentals, and Home Economics activities are just some of the things that we must fund. The County doesn't charge membership fees, so all the money that we need must be raised. We have made progress in securing corporate sponsorships- in fact- 50% of our budget is now funded that way.

The two major fundraisers that 4-Hers and their families are involved with are the ad campaign and the horseshows. Why horseshows? Over the years, the horse shows have been the most effective way to raise the amount of money we need. The sponsorships and ads you sell are listed in the horse show prize list. They support all of 4-H - your projects, your activities and your fun!

We are counting on your support. Without the help of EVERY 4Her, Fairfield County may not be able to conduct all our activities and events.

GENERAL INFORMATION

1. Start Date-December 14, 2009 End Date-February 15, 2010
2. Our total goal is \$10,000. 4-H MEMBERS' GOAL is \$5,000.
3. All checks should be made payable to Fairfield County 4-H.
4. The 4-H Benefit Horse Show will be held on May 16, 2010.
5. It is the major fundraiser for ALL 4-H programs in Fairfield County. The sale of sponsorships and advertisements in the show program are a major source of those funds. **WE NEED YOUR HELP!**
6. Read the "types of donations" page to understand what the person gets when they sponsor a class or buy an ad. Please read the packet carefully.
7. For ads to look good in our prize book, the copy you get should be black and white with no shading.
8. If you want to show people what a prize list looks like, call or email Ede and she will send you some samples of previous years.
9. **New this year-** To receive A Super 4-Her Award, the "mandatory" amount raised for the Horse Show is now \$35.

RULES

1. All contributions must be postmarked by February 15. Send *EVERYTHING* to Carol Maida, 153 Cardinal St., Fairfield, CT 06825 (203) 333-8764. **DO NOT SEND TO THE 4-H OFFICE.** Call Carol if you have any questions. If everyone sold \$50 worth of ads or sponsorships, we would reach our goal. Deadlines are firm.
2. Ads, sponsorships and forms received after the deadline will not count towards youth or club awards.
3. Records are kept for each individual 4-H member; therefore make sure your name is on all Ads, Sponsor Sheets and 4-Her summary sheets. These records are used to determine awards.
4. Forms received by the due date, but not complete (ie, money missing) will not count towards youth or club awards.
5. Ads, sponsor sheets and 4-Her summary sheets must be printed legibly and completely. All the information is needed when the book is assembled.
6. Fill out 1 form for each type of contribution (ad, sponsors, etc.) to avoid confusion. This means that if a business buys an ad and is also a blue ribbon supporter, you need to fill out two ad/sponsorship forms- one for the ad and one for the blue ribbon sponsorship.
7. **DO NOT SEND CASH IN THE MAIL.** Deliver the cash personally to Carol or have your parents write a check for the amount of cash you collect.
8. Try to get “camera ready copy” for ads so that it will be exactly what the advertiser wants. This year you can also have advertisers e-mail their ad to edith.valiquette@uconn.edu. **HOWEVER** for you to get credit, you must still attach a copy of the ad to the AD CAMPAIGN FORM.
9. To be eligible for awards, you must complete the enclosed AD CAMPAIGN AWARDS for 4-Hers and **THEIR CLUB** and return it by Feb 15, 2010 to Carol Maida, 153 Cardinal St., Fairfield, CT 06825 (203) 333-8764. All awards will be given at Recognition Night in June.

DON'T KNOW WHO TO ASK FOR ADS OR SPONSORSHIPS?

Ask friends, neighbors, relatives and businesses you frequent to help the Fairfield County 4-H program. Plan and start **NOW**- talk to you friends and relatives over the holidays. Go to places where your family spends money. What about your dentist? your favorite pizza parlor?, bakery?, grocery store? Do not go to Benedict's Agway, Fairfield Equine, All the Kings Horses, Bit of Tack or Beval's Saddlery. Their support is handled through the 4-H office.

DON'T KNOW HOW TO ASK- review 4-H talking points, remember most people want to help you . . .

SUGGESTIONS

GO EARLY! You may have to return to a business to pick up the ad and money. You won't get credit for the donation if the donor says that they will mail it and it is received late, or it gets lost or they forget to mail it.

NEED MORE FORMS?

Contact Ede- edith.valiquette@uconn.edu or 203-207-3264. Check the website for forms- fairfieldcounty4h.org

HOW to RETURN YOUR ADS and SPONSORSHIPS and 4-HER SUMMARY SHEETS

All contributions must be postmarked by Feb 15. Send *EVERYTHING* to Carol Maida, 153 Cardinal St., Fairfield, CT 06825 (203) 333-8764. DO NOT SEND TO THE 4-H OFFICE. Call Carol if you have any questions. If everyone sold \$50 worth of ads or sponsorships, we would reach our goal. Deadlines are firm.

When your send your packet to Carol you must include the:

- Completed 4-Her Summary Sheets
- Sponsorship Form (form 1) for EACH Ad, Blue/Red Ribbon Supporter, Class/Division Sponsor and Patron
- Form 2 for every ad

QUESTIONS about the FAIRFIELD COUNTY 4-H AD CAMPAIGN

Contact Ede- edith.valiquette@uconn.edu or 203-207-3264 or Carol Maida, (203) 333-8764.

1. NEW LAST YEAR

4-H Horse Show Blue Ribbon Supporter or Red Ribbon Supporter

If a business doesn't want to place an ad, they can be a 4-H Horse Show Blue Ribbon Supporter, Red Ribbon Supporter, Class Sponsor, Division Sponsor or Patron. Family friends and relatives may also like this option.

BLUE RIBBON SUPPORTER - \$50 – 2 lines of text – 60 characters/line (includes spaces) - will be listed under the Blue Ribbon Supporter page of the 4-H Horse Show Prize list

HORSE SHOW RED RIBBON SUPPORTER - \$35 - your name/town will be listed on under the Red Ribbon Supporter Page of the 4-H Horse Show Prize list

2. What is a Horse Show Division Sponsorship? A Division Sponsorship costs \$45 and the person's name will appear in the horse show program next to the horse show division they are sponsoring. Their name is announced when prizes for the division are awarded.

A division is usually 3 or 4 classes of similar riding requirements grouped together. Usually, a rider enters an entire division. The rider who earns the most points in a division receives a special ribbon. For example:

Baby Green Hunter Division

This division is sponsored by **DUTCHESS HORSE & RIDER**, Pawling, NY. Open to horses/ponies or riders inexperienced on Outside Course. May not enter any other divisions on the Outside Course, except Horse/Pony Pleasure. Fences not lowered for ponies.

401 Baby Green Hunter O/F 2'0"

402 Baby Green Hunter O/F 2'0"

403 Baby Green Hunter U/S

3. What is a Horse Show Class Sponsorship? A Class Sponsorship costs \$20 and the person's name will appear in the horse show program next to the horse show class they are sponsoring. Their name is announced as the sponsor of the class when the prizes for that class are awarded. For example

Adult Hunter Division

Open to riders who have reached their 18th birthday as of 1/1 this year. Fences 2'6".

411 Adult Hunter O/F - 2'6"

412 Adult Hunter O/F - 2'6"

413 Adult Hunter U/S – this class sponsored by Barbara Walters, Danbury.

4. What is a Patron? A Patron costs \$20. Names and towns of Patrons are listed on the Patron page of the horse show program.

5. What is Form 1?—This is the ADS, BLUE/RED RIBBONSUPPORTERS, CLASS/DIVISION SPONSORS AND PATRONS form listing all the types of contributions and info of the contributor. This form must be filled out for every ad, class and division sponsor or patron you get.

6. What is Form 2?—shows dimensions of ads available and the ad form- this must be turned in with all ads.

7. What are FAIRFIELD COUNTY 4-H HORSE SHOW AD CAMPAIGN SUMMARY SHEETS? – There are two. These sheets summarize the donations a 4-Her has received according to Ads, Blue/Red Ribbon Supporters, Class/Division Sponsors or Patrons. These sheets are used to determine awards.

REMEMBER

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- Completed 4-Her Summary Sheets
- Sponsorship Form (form 1) for EACH Ad, Blue/Red Ribbon Supporter, Class/Division Sponsors or Patrons
- Form 2 for every ad

8. What do I win for selling ADS and SPONSORSHIPS?

To be eligible for awards, you must complete all forms correctly and return them by Feb 15, to Carol Maida, 153 Cardinal St., Fairfield, CT 06825 (203) 333-8764. All awards will be given at Recognition Night in June.

Youth Awards

1. The highest seller will receive a trophy. Other high sellers will receive honorable mention trophies or extra effort ribbons.
2. The highest selling clover (7 and 8 yr old) will receive a trophy.
3. All youth who sell at least \$20 will receive something.

Club Awards

Clubs having 100% participation will receive 10% of their fundraising efforts. To be 100% each member must sell \$20 worth of ads and sponsorships.

