

TALKING POINTS for 4-Hers
4-H BENEFIT HORSE SHOW AD CAMPAIGN

Hi!, My name is _____

I am Fairfield County 4-Her.

Do you know what 4-H is?

4-H is the largest out- of- school youth organization in the US

In 4-H we learn leadership, citizenship and things like record keeping, decision making, getting along with others and how to make our community better by doing community service projects.

My 4-H projects are _____

4-H is fun. I learn _____

for example- new things, meet new people and do community service projects.

I'm here today to ask you to support 4-H.

We have to raise all the money for our programs . . .

For our fundraiser- we do a horse show . .

The money we earn from the horse show pays for everything we need for the whole year-

Ribbons

Trophies

scholarships for conferences,

Fairfield County 4-H website

volunteer recruitment and training

recognition for volunteers and members

clinics

workshops

Would you be interested in buying an ad or being a sponsor?

Use the book to show the person an example of each . . .

Before you go- put a paper clip on each example- and show the person what each thing looks like

Full page cost \$125 – show

½ page- \$65 - show

1/4page- \$35

Patron is \$20

Horse show Class Sponsor is \$20

Horse show Division Sponsor (a division is composed of 3 or 4 classes) is \$45

Ask the person- What would you like to support 4-H by buying an ad or being a sponsor?

If they say yes,

Fill out forms and take money

Sometimes, they have to check with someone- You may have to go back- be sure to get the person or phone number so that you can contact them again .

Before you leave - Would you like a receipt?

**REMEMBER- YOU ARE SELLING 4-H TO THE PUBLIC!
DRESS NEATLY, BE POLITE AND REMEMBER TO SAY “THANK YOU”!**

All paperwork has to be postmarked January 15 and sent to Carol Maida.

WHO DO I ASK?

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? or 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.

LETTER WRITING

Several 4-Hers write letters to relatives or businesses associates of the family. Here are some tips from 4-Hers who use this method and are High sellers. This way is not recommended if you do not know the person or business.

- Enclose a self addressed stamped envelope for easy return
- Be sure to include the right forms with your letter. Highlight the areas of importance.
 - Who to make checks payable to
 - Contributor information
- If they gave you an ad last year, include a copy of it (call Ede for a horse show book).
- Use the 4-H talking points to write your letter. Make sure your letter is typo free and neat.
- All ads and sponsorships are due, postmarked by Jan 15. Be sure to have people send you their stuff a week or two earlier than the deadline. This way you will have time to organize it and call them if they forget to send you something.

KEEP RECORDS.

Regardless of how you sell Ads and Sponsorships, it will get easier every year if you keep records on who donates, and the type of their donation. For example:

Year:

Name	Address, phone email	Date sent letter If you call or send them another letter- write it here	Response – did they send a contribution? How much? What kind- Ad? How big? Sponsorship? Did they say not this year?	Next step If they contributed send thank you

ADDITIONAL INFORMATION ABOUT 4H

- Fairfield County 4-H improves our community- over 1,500 hours of local community service was contributed by 4-H leaders and members in 2006
- 4-H is a community of young people across America and Fairfield County who are learning leadership, citizenship and life skills.
- Every year Fairfield County 4-H has two benefit horse shows to support 4-H programs. About 30 volunteers coordinate each show
- Ads or sponsorships will be advertised in the Spring horse show prize book which is mailed to over 500

people and businesses.

- Donors contribute one half of the total horse show receipts
- We are planning for the 2008 4-H Benefit Horse Show for Sunday, May 18, 08. It will be held at the Bethel Extension Center.
- Proceeds from this show are the primary source of funds used by the 4-H Development Committee to expand opportunities to youth of Fairfield County.
after school programs, public speaking, scholarships, conferences for volunteers, training clinics, workshops, teen leadership conferences, project evaluations, Fairfield County 4-H website, volunteer recruitment and training, youth entrepreneurship, youth philanthropic boards and recognition for volunteers and members

“4-H is a community of young people across America who are learning leadership, citizenship and life skills.”