

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 _____ (new things, meet new people and do community service projects)

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

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-

- scholarships for conferences
- Fairfield County 4-H website
- volunteer recruitment and training
- recognition for volunteers and members
- clinics
- workshops
- ribbons and trophies for recognition awards

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

- If they say they want to buy an ad, show the ad sizes in the brochure. If you have a copy of the 4-H Horse Show program, show them sample ads (put a paper clip or a post-it on an example of each size)
 - Full page ad cost \$125 ½ page ad - \$65 1/4page ad - \$35
- If they want to be a sponsor, explain the types of sponsorship
 1. SPECIAL Horse Show Division Sponsor - \$75; sponsor a specific division (3 or 4 classes). The winner of that division will receive a special award with your sponsorship noted. (special award provided by 4-H)
 2. Horse Show Division Sponsor - \$65; Your business or name will be printed in the show book as sponsor of a division (3 or 4 classes)
 3. Blue Ribbon 4-H sponsor -\$50; 2 lines of text – 60 characters/line (includes spaces) - will be listed under the Blue Ribbon page of the 4-H Horse Show Program
 4. Red Ribbon 4-H sponsor - \$35; your name/town will be listed on under the Red Ribbon page of the 4-H Horse Show Program
 5. 4-H Patron - \$25 Names of Patrons are listed on the Patron page of the 4-H Horse Show Program
- Other types of support
4-H Horse Show Vendor- \$50; 10 x 10 space; ¼ ad in 4-H Horse Show Program. Vendors are in a covered, open sided building.

After they have chosen,

Fill out the “order form” section of the brochure. They should paperclip their ad to the brochure. Take check. Sometimes, they have to check with someone - You may have to go back- be sure to get the person’s name or phone number so that you can contact them again.

**Always thank them for supporting the Youth of Fairfield County 4-H
DRESS NEATLY, BE POLITE AND REMEMBER TO SAY “THANK YOU”!
All paperwork has to be postmarked Feb14 and sent to Carol Maida.**

Additional Ideas

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 Feb 14. 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 4-H

- ◆ 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 550 people and businesses.
- ◆ Donors contribute one half of the total horse show receipts
- ◆ We are planning for the 2012 4-H Benefit Horse Show for Sunday, June 3, 12. 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

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