

4-H Outreach Methods Documentation

Program Year: 2014-2015**SAMPLE**Club Name Union 4-H Club Vice President for Membership Maya WilliamsCommunity Club Leader Gerald Thomas Membership Advisor N/A

Please describe the efforts your club has made to recruit new members and adult volunteers from your community, including under-represented groups and attach documentation. Be specific. For example, if a school presentation was made, list the date(s) of the presentation(s), number of times the presentation was given and any pertinent comments.

All clubs are required to demonstrate outreach efforts in at least three of the first four outreach methods listed below. For assistance, call your UCCE county office. **To document your club's outreach efforts attach copies of flyers, newspaper articles, media releases and lists of personal contacts made to this form. Give a copy of this information to your UCCE county office.**

METHOD	DATE(S)	NUMBER	COMMENTS
<input type="checkbox"/> Mass media, including radio, newspaper, TV	Sept. 25, 2014 July 1, 2014	1 1	-News release featured in Townville -Newspaper/Facebook about 4-H open house. - "Join 4-H" county newsletter article inviting youth and families to join our club.
<input type="checkbox"/> Newsletters, posters, flyers, announcements	Oct. 10, 2014	1200	- Flyer inviting youth and families to join our club. Distributed to 4 schools.
<input type="checkbox"/> Personal letters or emails inviting select people to participate in the program (potential members)	Aug. 1, 2014	18	- Notes to families inviting them to club meetings.
<input type="checkbox"/> Personal contacts (phone, in person) to inform them about 4-H and encourage their participation (potential members).	2014-2015	56	- 4-H office referrals. Called 16 families and invited them to 4-H club meetings. Talked to 40 families responding to flyers and invited them to our meetings.
<input type="checkbox"/> Community and school groups contacted with information, or through community service	Oct. 10, 2014 Jan. 19, 2015 April 12, 2015	1 1 1	- School outreach campaign listed above. - Did a Revolution of Responsibility service project with the Boys and Girls Club. - Petting Zoo at Crawford Elementary.
<input type="checkbox"/> Joint activities that resulted in integrated programs	Jan. 19, 2015	1	- Revolution of Responsibility project listed above.
<input type="checkbox"/> Membership drive or promotional programs to reach minorities or females (e.g., festivals, fairs, displays)	May 25, 2015	1	- Held a cultural festival open to the public.
<input type="checkbox"/> Personal letters or emails recruiting adult volunteers	Sept. 20, 2014 Oct. 11, 2014	2	- Sent emails asking two people to serve as 4-H project sheep leaders.
<input type="checkbox"/> Personal contacts (phone, in person) recruiting adult volunteers	Aug. 18, 2014	5	- Asked five adults to volunteer with our club.
<input type="checkbox"/> Other adult volunteer recruitment (describe)	June 24-30, 2014	3	- Went to service groups to present and distribute flyers about volunteering for 4-H.
<input type="checkbox"/> Meeting places selected to encourage minority or female participation	Sept. 15, 2014	1	- Participated in an outreach event at the Santa Maria Thrive pantry.
<input type="checkbox"/> <input type="checkbox"/> Other			