

## 4-H Outreach Methods Documentation

Program Year: \_\_\_\_\_

Club Name \_\_\_\_\_ Vice President for Membership \_\_\_\_\_

Community Club Leader \_\_\_\_\_ Membership Advisor \_\_\_\_\_

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			
<input type="checkbox"/> Newsletters, posters, flyers, announcements			
<input type="checkbox"/> Personal letters inviting select people to participate in the program (potential members and adult volunteers).			
<input type="checkbox"/> Personal contacts (phone, in person) to inform them about 4-H and encourage their participation (potential members and adult volunteers).			
<input type="checkbox"/> Community and school groups contacted with information, or through community service			
<input type="checkbox"/> Joint activities that resulted in integrated programs			
<input type="checkbox"/> Membership drive or promotional programs to reach minorities or females (e.g., festivals, fairs, displays)			
<input type="checkbox"/> Adult volunteer recruitment and/or volunteer development/training			
<input type="checkbox"/> Meeting places selected to encourage minority or female participation			
<input type="checkbox"/> Other			

## 4-H Outreach Methods Documentation Sample

Program Year: \_\_\_\_\_ 2012-2013 \_\_\_\_\_

Club Name \_\_\_\_\_ Union 4-H Club \_\_\_\_\_ Vice President for Membership \_\_\_\_\_ Maya Williams  
 Community Club Leader \_\_\_\_\_ Gerald Thomas \_\_\_\_\_ Membership Advisor \_\_\_\_\_ N/A

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METHOD	DATE(S)	NUMBER	COMMENTS
Mass media, including radio, newspaper, TV	Sept. 25, 2012	1	- News release featured in Townville Newspaper about 4-H open house.
	July 1, 2012	1	- "Join 4-H" county newsletter article inviting youth and families to join our club.
Newsletters, posters, flyers, announcements	Oct. 10, 2012	1200	- Flyer inviting youth and families to join our club. Distributed to 4 schools.
Personal letters inviting select people to participate in the program (potential members and adult volunteers).	Aug. 1, 2012	18	- Notes to families inviting them to club meetings.
Personal contacts (phone, in person) to inform them about 4-H and encourage their participation (potential members and adult volunteers).	2012-2013	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.
Community and school groups contacted with information, or through community service	Oct. 10, 2012	1	- School outreach campaign listed above.
	Jan. 19, 2013	1	- Did a Revolution of Responsibility service project with the Boys and Girls Club.
	April 12, 2013	1	- Petting Zoo at Crawford Elementary.
Joint activities that resulted in integrated programs	Jan. 19, 2013	1	- Revolution of Responsibility project listed above.
Membership drive or promotional programs to reach minorities or females (e.g., festivals, fairs, displays)	May 25, 2013	1	- Held a cultural festival open to the public.
Adult volunteer recruitment and/or volunteer development/training	June 24-30, 2013	3	- Went to service groups to present and distribute flyers about volunteering for 4-H.
Meeting places selected to encourage minority or female participation			
Other			