

## 4-H Event Planning

### Help Us, Help You....Communicating with the 4-H Office Your Event Plans

**BEFORE THE EVENT CAN BE POSTED ON THE WEB OR INCLUDED IN THE NEWSLETTER THE FOLLOWING INFORMATION MUST BE GIVEN TO THE 4-H OFFICE:**

Event Title: \_\_\_\_\_

Event Date: \_\_\_\_\_ Day of the week: \_\_\_\_\_

Start Time: \_\_\_\_\_ End Time: \_\_\_\_\_

Location of Event (facility name): \_\_\_\_\_

Location Physical Address: \_\_\_\_\_

City: \_\_\_\_\_

Event Contact Person: \_\_\_\_\_

Club/Group: \_\_\_\_\_

Contact Phone ( \_\_\_\_\_ ) \_\_\_\_\_ e-mail \_\_\_\_\_

Cost to member: \_\_\_\_\_

Will any fundraising take place at this event? \_\_\_\_\_ If yes, office approval is **REQUIRED BEFORE** advertising the event. Submit form 8.7 to the 4-H office.

Basic Information: (Activities, speakers, participants, topics, etc.) Use back of form if more space is needed.

Is registration required? \_\_\_\_\_ If yes, when is it due and where should it be submitted? \_\_\_\_\_

If you provide the information, the 4-H Office can format the forms for you. Either way they will need to be submitted to the 4-H Office for approval and required additions by the UCCE.

Do you want a registration form to be posted on the website for members to download? \_\_\_\_\_



## FACILITIES USE REQUEST INFORMATION

Allow 10 to 14 days for processing of additional dates and times for existing insurance agreements. New agreements may take longer.

Please contact the facility you wish to use to set a date and determine if they will require a certificate of insurance or a contract. **DO NOT SIGN CONTRACTS!** Please attach a copy of the contract, it must be reviewed and signed by the County Director. Submit contract with this form.

- The location does not require a contract or certificate of insurance.
- The location requires a contract, was mailed/faxed on (date) \_\_\_\_\_
- The location requires a certificate of insurance

Facility/Agency Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ City/Zip \_\_\_\_\_

Facility Contact Person: \_\_\_\_\_

Facility Contact Phone: \_\_\_\_\_

### The following information is often required by the facility:

Is event open to the public? \_\_\_\_\_ Will admission be charged? \_\_\_\_\_

Approximately how many adults are expected? \_\_\_\_\_ how many youth? \_\_\_\_\_

Room(s) Requested: (include kitchen if needed)

On-site equipment needed (chairs, tables, PA system, etc.):

Will the facility be setting equipment up? \_\_\_\_\_

Event Set-Up Time: \_\_\_\_\_ Departure Time: \_\_\_\_\_

Will you be serving food at the event? Circle all that apply:

Prepackaged      Prepared in advance      Prepared on site      No Food

If prepared on site, what are you serving: \_\_\_\_\_

**Submit forms: Placer County 4-H Office, 11477 E Avenue, Auburn CA 95603 or Fax: 530-889-7397**

**Questions? Contact: Carolyn Sherman at 530-889-7386**

**Questions regarding facilities use? Contact: Farm Advisor's Office at 530-889-7385**



## Writing Press Releases

### Why write a press release?

It is important to let the community know about all the amazing things you are doing in 4-H. You may even want people from the community to participate in your event or activity. In this case, you would submit a press release to the county office 2-3 weeks before the event/activity. In addition to notifying the media of an upcoming event or activity you might also do a press release after the event to highlight the event's success – even if the event was not open to the public.

### What to include in a press release?

A press release is a short description of your event or activity that includes:

- ◆ A title
- ◆ The name, title (if applicable), and phone number of the contact person
- ◆ Who, what, when, where, and why of your event
- ◆ Below is one possible way to layout the press release:
  - ❖ First paragraph – Summarize the who, what, when, where, and why of your event
    - Who: Is hosting or sponsoring the event/activity. If writing the press release post-event include who participated, how many, etc...
    - What: Your event/activity
    - When: Date and time
    - Where: Place
    - Why: Reason for the event/activity
  - ❖ Second paragraph – Explain a little more about the event or activity
  - ❖ Third paragraph – May use for background or other basic information about the organization or group that is hosting or sponsoring the event. Include website, phone number, etc.. where they can find out more information.

### How to distribute a press release?

- ◆ The county 4-H office has a media list and will distribute the press release for you.
- ◆ You may either write the press release yourself or fill out the template form and the 4-H staff will write and distribute the press release for you.

### TIPS:

- ◆ Make the title catchy. Think would this title make me want to read the article.

- ◆ Title should be under 80 characters
- ◆ Start strong – you only have a few seconds to catch the reader’s attention. The lead or first sentence should grab the reader’s attention and say concisely what is happening. The next 1-2 sentences should expand.
- ◆ Keep sentences and paragraphs short, about three or four lines per paragraph.
- ◆ The shorter the better – less than half a page is optimal
- ◆ Include a picture and caption (if possible) – don’t include youth names
  - ❖ The general rule is anyone can take photographs of whatever they want when they are in a public place or places where they have permission to take photographs.
  - ❖ Do not include pictures taken of a person/people that have a reasonable expectation of privacy without first obtaining signed subject release form – even if the photograph is taken in a public place.
  - ❖ Before using a picture always think first...
    - What kinds of consequences could showing this photo have for the person/people in the photo? For the community?
- ◆ Use active rather than passive voice
- ◆ Include quotes from members, volunteers, community partners, or other participants if relevant – this adds human touch.
- ◆ The press release should be written as you want it to appear in the newspaper
- ◆ See press release examples

*Please note: All press releases are subject to approval by the 4-H Youth Development Advisor and minor changes may be made as necessary.*



## Press Release Template

**Contact person information:**

**Title of press release:**

**Who:**

**What:**

**When:**

**Where:**

**Why:**

**Any additional details about the event or activity:**

**Background or other basic information about the organization or group that is hosting or sponsoring the event:**

## Form 8.7 Fundraising Approval

4-H Club Name: \_\_\_\_\_ Date: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_

### Fundraising Activity

Date for Activity: \_\_\_\_\_ Estimated Income \$ \_\_\_\_\_

Outline the activity, including products to be sold, or services to be rendered.  
*(Attach pages as needed)*

Anticipated Use of Funds. *(Attach pages as needed)*

Describe how the 4-H Name and Emblem will be used. *(Attach pages as needed)*

We confirm the accuracy of the information provided above.

Signature of the 4-H Club President: \_\_\_\_\_ Date: \_\_\_\_\_

Signature of the 4-H Adult Volunteer: \_\_\_\_\_ Date: \_\_\_\_\_

Signature of County Director: \_\_\_\_\_ Date: \_\_\_\_\_