Appendix VII





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

Appendix VIII





**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

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** |
| Mass media, including radio, newspaper, TV | Sept. 25, 2012  July 1, 2012 | 1  1 | - News release featured in Townville  Newspaper about 4-H open house.  - “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  Jan. 19, 2013  April 12, 2013 | 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. |
| 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 |  |  |  |