

# “I got my start from 4-H”

“I got my start from 4-H” is a marketing campaign designed to be low cost, involve minimal time, and be highly effective. The idea behind this campaign is to have those who have been positively effected by 4-H tell their story.

It is essential for the community to not only be aware of the programs 4-H offers, but also how those programs have led to the success of community leaders. This campaign will be divided into three subcategories:

- “I got my job from 4-H”
- “I got my Cash for College from 4-H”
- “I got my Skills/Abilities from 4-H”

By including not only current 4-H members, but also alumni, community members, and business owners into this campaign, it will encourage promotion on multiple levels. Communities will not only see the importance in enrolling their children into 4-H programming, but also the significance of supporting and donating to 4-H.

The beauty of this campaign is the minimal time and money that is involved. By simply allowing those influenced by 4-H to tell their story, the promotion will begin with a simple written article, two minute promotional video on YouTube, as well as a recorded audio interview. Links can be easily added to your current website, e-mail and Facebook promoting your featured guest. With the click of the mouse or touch of a smart screen your audience can read an article, watch a video, or listen to an interview promoting the real life impact of 4-H on our lives and community.

By establishing relationships with local advertisers, such as newspapers, TV/radio stations, as well as billboard companies you can add to current promotions at a minimal cost. Public Service Announcements are offered by all advertising agencies and most only require the cost of production to be covered. Imagine the promotional impact of not only your current website, e-mail and Facebook, but also incorporating a billboard, radio advertisement, and newspaper article. The number of people reached would grow exponentially.

We all know that 4-H changes lives. Let’s stop telling people and let the lives that have been changed speak for themselves.

## Key components to identify when constructing your Marketing Plan

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|-------------------------|----------------------------|--------------------|
| • <i>Customer Needs</i> | • Market                   | • <i>Product</i>   |
| • <i>Company Skills</i> | • Target Market            | • <i>Price</i>     |
| • <i>Competition</i>    | • Target market strategies | • <i>Place</i>     |
| • <i>Collaborators</i>  | • Marketing strategies     | • <i>Promotion</i> |
| • <i>Context</i>        |                            |                    |

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