



Ohio 4-H Cloverbud Connections

For 4-H Cloverbud Volunteers working with grades K—2

Using Technology to Market Your Program

We all have seen technology grow immensely in the past decade. For many of us, social media tools such as texting, tweeting, blogging and Facebook are now a part of everyday life. As parents are becoming more and more connected, why not use this technology to get out the word about your Cloverbud program? One way to reach parents could be through a blog or a Facebook page. Parents, especially moms (women in their 30s and 40s), are the largest growing population on Facebook. This is a great way to get the word out about your club. For example, when a parent becomes a fan of your Facebook page, their Facebook friends can see the club. This can also be a great way to let your members know about upcoming meetings and events. In the same way, a blog can be a great way for parents to keep up with the activities going on in your club and see pictures of what their children are doing. If you are considering starting a Facebook page or blog, however, there are a few things to keep in mind:

- * Never label or name children in pictures that you post.
- * Before you post pictures, make sure you have a photo release form from all parents of children in the picture.
- * Keep up with the site. Parents are more likely to visit the site if the information is updated often.



*Kara Newby, M.S., CFLE, Program Specialist,
Human Development & Family Sciences,
OSU Extension, Columbus, Ohio.*



EMPOWERMENT THROUGH EDUCATION



Are you looking for an activity to help your Cloverbuds learn about how to promote the Cloverbud Program? Check out the resource provided in the Click it, Print it, Do it activity. Instructions are included for promoting Cloverbuds through making posters. Do it with your Cloverbuds at your next meeting.

Spread the Word - Marketing the Cloverbud Program

As a 4-H Cloverbud Volunteer, you know the benefit of the Cloverbud program for young children. Who better to market the program than the people who see the rewards of participation first hand? Even if you don't have room for extra Cloverbuds in your particular club, you can promote the Cloverbud program on a county level.

Here are some ways to promote participation in the Cloverbud program:


- Word of mouth – Talk to your neighbors, parents from school, babysitters, and adults from your workplace. Advisors could have Cloverbud members speak to other children about the program and/or give members prizes when they bring their friends to a meeting.
- Utilize market techniques - Make displays, write news articles, attend events and give away promotional products to market the 4-H Cloverbud program.

When you talk to other parents and families about the 4-H Cloverbud program, communicate the good points of the program:

- ▲ 4-H experience – Youth are involved in a 4-H group at a younger age.
- ▲ Activity based – Cloverbuds participate in age-appropriate games and activities that teach cooperation.
- ▲ Research based resources – Your local Extension office provides themed Cloverbud kits with ideas for activities, crafts, games, and lessons. Many counties provide Cloverbud camps and other fun events to help Cloverbuds learn about a variety of topics..

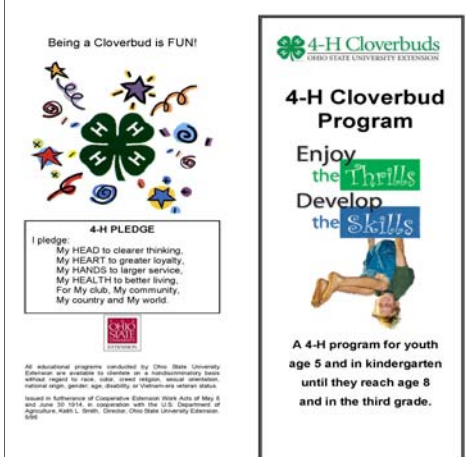
You know the 4-H Cloverbud program has great benefits for youth; that's why you are volunteers! Help other families enjoy the Cloverbud program by spreading the word in your community!

*Libby McNeal, Extension Educator,
4-H Youth Development, OSU Extension, Highland County,
Ohio Valley EERA.*



Ohio 4-H Cloverbud Kits
A teaching tool for Ohio 4-H Volunteers

Do you want to provide your 4-H Cloverbuds more fun and hands-on activities? Ohio 4-H Cloverbud Volunteers now have the opportunity to borrow 4-H Cloverbud Kits from their local OSU Extension Office. The kits focus on lessons taken directly from the Ohio 4-H Cloverbud Curriculums – Series I and II. Volunteers will now have access to timely and easy-to-use teaching resources for 4-H Cloverbud Club meetings. More information is available at: <http://www.ohio4h.org/youth/cloverbud/cloverbudresources.html>.



Being a Cloverbud is FUN!

4-H PLEDGE
I pledge:
My HEAD to clearer thinking,
My HEART to greater loyalty,
My HANDS to larger service,
My HEALTH to better living,
For My Club, My community,
My country and My world.

All educational programs conducted by Ohio State University Extension are available to students on a non-discriminatory basis. Extension is an equal opportunity organization and does not discriminate on the basis of race, sex, age, or disability. Inquiries should be directed to the local Extension office.

Based in fulfillment of Cooperative Extension Work Acts of May 8 and June 30, 1914, in cooperation with the U.S. Department of Agriculture, under L. Smith, Director, Ohio State University Extension.

4-H Cloverbuds
OHIO STATE UNIVERSITY EXTENSION

4-H Cloverbud Program
Enjoy the Thrills
Develop the Skills

A 4-H program for youth age 5 and in kindergarten until they reach age 8 and in the third grade.

Brochure available at: [http://www.ohio4h.org/4hweek/documents/4-H Cloverbud Brochure.pdf](http://www.ohio4h.org/4hweek/documents/4-H%20Cloverbud%20Brochure.pdf)

Promoting 4-H and Getting More Members for Your Club

Many national and local surveys have found that the public has heard of 4-H but doesn't understand it or realize that it exists in their own counties..... Its focus is on youth development. One way your club can help to promote 4-H and get more members for the program (and your club) is to make promotion one of its goals.

When new members first attend your club meeting, be sure they are greeted and made to feel part of the group. Members may not know each other, especially in county-wide 4-H clubs. Many children are shy and have a difficult time in getting acquainted. Take the initiative of introducing them and their parents to the club and its activities. Regularly include group interaction activities at club meetings so all members can get to know each other better. If new members don't feel comfortable with the club fairly soon, they probably won't be back. And they may not be happy!

Here are a few ideas to promote 4-H in your area. Use and adapt them as needed. Remember, *be creative!*

- ☞ "Tell a friend about 4-H." Suggest that members tell their friends about 4-H and encourage them to join a 4-H club.
- ☞ Participate in National 4-H Week, county 4-H week, or other special promotional campaigns in your county.
- ☞ Wear 4-H jackets, buttons, T-shirts regularly—to school, club meetings, shopping, etc.
- ☞ Conduct community service projects regularly. Not only is this good for the community, it's also good public relations for 4-H.
- ☞ Send announcements about your club's activities to local newspapers and radio and television stations. This is a good job for a club secretary or reporter, with the help of an adult.
- ☞ Hold a club open house for current and new members and parents, and others, such as reporters, local government officials.
- ☞ Conduct a 4-H poster-making party/contest and put the best posters in public places (with permission).
- ☞ Be sure to include the 4-H name and how to join 4-H (including phone number) on posters and displays, and in other promotion, too.
- ☞ Send thank-you letters from your club to groups and individuals who have helped 4-H and your club.
- ☞ Purchase and donate 4-H placemats for use in local restaurants.
- ☞ Arrange for members to give 4-H public presentations at school, in libraries, and to community groups.
- ☞ Encourage your members to participate in community functions, such as parades, as a 4-H club. Display a 4-H banner. Better yet, create a special banner just for your 4-H club.

Why are Cloverbuds Special?

.....*The answer is in the name!*

- At meetings, activities are **C**ooperative and done in small groups
- Activities are focused on **L**ife skills that will be used throughout life
- Activities are **O**riented toward success for each member
- Meetings provide a **V**ariety of short-term experiences
- At the fair, Cloverbuds **E**xhibit, but they don't compete
- Safety and liability issues **R**equire restrictions concerning animals
- Development is still **B**uilding so activities must be age appropriate
- Cloverbuds lack a full **U**nderstanding of winning and losing
- They are **D**istinctly different from 9-19 year olds
- They share **S**afety and fun as common goals

Source: Adapted from Rutgers Cooperative Extension. Leader Training Series; Section III: Enriching the Club Experience. Written by: Keith G Diem, PH. D; Affiliate Extension Specialist in Educational Design, 1990, revised 1994.

Campus Connections

Hello Ohio 4-H Cloverbud volunteers! It feels good to make another 4-H Cloverbud Connection with you!

Welcome to the year 2011! Future Cloverbudders are being born right now. Who would have thought 2010 would fly by so quickly.

As time goes on some things seem to change drastically while other things seem to stay the same. One thing remains constant - children. They will shape and determine the future of this planet. We can help them do a better job with that through the 4-H Cloverbud program - as positive adult role models and by enhancing their life skills through activities (self-esteem, getting along with others, learning to learn, physical mastery, and making decisions).

I would like to share this poem with you as we begin a new year.

Enjoy Life

*Put yesterday behind you
It's gone and won't come back
And we cannot see ahead
Far down tomorrow's track.*



*Enjoy the fleeting moments
That come just for today
The sweet song of a bluebird
The morning sun's first ray.*



*A warm and loving handclasp
Welcome letters in the mail
A bunch of fragrant violets
Rain splashing in a pail.*



*Each day has something special
Some joy or souvenir
It might be gone tomorrow
So enjoy it while it's here.*



*Remember ... today is a gift
That's why they call it the present.
(author unknown)*



Thanks for all you do as a 4-H Cloverbud volunteer for improving the lives of children throughout Ohio!!

*Scott D. Scheer, Ph.D.
State Extension Specialist, Preadolescent Education
4-H Youth Development, The Ohio State University.*

Southwestern Layered Dip

Ingredients:

8 oz. fat-free cream cheese, softened
8 oz. fat-free sour cream
1 ¼ oz. packet of taco seasoning
1 cup chopped lettuce
2 green onions, finely chopped
2 tomatoes, chopped
8 oz. low-fat or fat-free shredded cheddar cheese
4 oz. black olives, sliced (optional)

In a bowl or food processor, combine cream cheese, sour cream, and taco seasoning mix; blend well. Spread cream cheese mixture on a plate or platter. Top with lettuce, onions, tomatoes, and cheese. Add black olives if desired. Serve right away with tortilla chips. Refrigerated dip may become watery. Makes 8 half cup servings.

Adapted from: University of Minnesota, Extension Service. *Simply Good Eating* series.

*Cheryl Goodrich, Program Assistant
Family Nutrition Program,
OSU Extension, Monroe County, Ohio,
Buckeye Hills EERA.*



Cloverbud Connections is published four times annually by OSU Extension in Monroe and Hocking Counties, providing volunteers and teachers working with kindergarten through second grade access to unbiased, research-based information.

Editors: Bruce P. Zimmer, Extension Educator, 4-H Youth Development, Monroe County, 101 North Main Street, Room 17, Woodsfield, Ohio 43793, Phone - (740) 472-0810, E-mail – zimmer.2@osu.edu; Joyce A. Shriner, Extension Educator, Family & Consumer Sciences, Hocking County, 150 North Homer Avenue, Logan, Ohio, 43138-1730, Phone – (740)385-3222, E-mail – shriner.3@osu.edu.

Design & Production: Jennie Shaw, Extension Support Staff , OSU Extension, Monroe County.

OSU Extension embraces human diversity and is committed to ensuring that all educational programs conducted by Ohio State University Extension are available to clientele on a nondiscriminatory basis without regard to race, color, age, gender identity or expression, disability, religion, sexual orientation, national origin, or veteran status.

Keith L. Smith, Associate Vice President for Agricultural Administration and Director, OSU Extension TDD No. 800-589-8292 (Ohio only) or 614-292-1868 .For those with physical disabilities, special arrangements for participating in educational programs can be made by contacting your local Extension Office.

