



Teen Leadership 20

Teen Led 4-H Promotion

Intended Audience:

- Teens

Lesson Objectives:

Participants will:

- Recognize important topics to discuss when promoting 4-H
- Develop a pitch to promote 4-H to younger youth
- Demonstrate public speaking skills

Time: 20 minutes

Equipment and supplies:

- Writing Utensils
- Paper or notecards

Do Ahead:

- Review Lesson
- Gather Equipment and Supplies

BACKGROUND

When looking to promote events or 4-H membership, utilizing teens can be a great way to get youth involved. Youth look at their peers and/or older 4-H youth as role models. Using older youth to promote 4-H can be a great way to get younger members involved.

WHAT TO DO

Activity: *What do potential 4-H'ers need to know?*

Brainstorm ideas on what areas you need to share with potential 4-H'ers and how to answer those questions. Use the following questions to prompt discussion:

- What is 4-H?
- What do you do?
 - Ideas include: belong to a club, elect officers, do community service projects, take projects, learn new knowledge and skills through clinics
- Isn't it all about the fair?
 - Instructor Tip: talk with your participants about how you want to minimize discussion about the fair. It is easy to focus entirely on the fair, but 4-H is so much more.
 - Fair is our chance to show off what you did in 4-H!
- How much does it cost to join?
- How do I join?
- When do I join?
- What is camp?
- Who is your audience? What would change if you were talking to 3rd graders vs parents?

Develop your 4-H Pitch

Once you have brainstormed ideas, give participants five minutes to construct their 4-H pitch. This is a short, 5 minutes or less pitch on what is 4-H and why someone should join. Have them target their pitch to a 3rd grade class room.



Practice Your Pitch

Have volunteers practice giving their pitch to the group. Have the rest of the group ask questions as if they were that potential new member.

Provide constructive feedback to all the members on how to improve their pitch.

TALK IT OVER

Reflect:

- What are the key points we need to share with prospective members?
- Why do we want to emphasize projects and learning experiences over the fair?
- What are display items you might want to bring with you to share? (i.e. project books, displays, Family Guides).

Apply:

- Where can you present to potential new members?
- Develop a comprehensive presentation to present to potential new members utilizing the pitch and talking points developed.
 - Take it a step further:
 - Does your Extension Office have a flier/handout to send home to potential new members?
 - What activities could you potentially do with potential new members? (Sing camp songs, play a camp game,

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Please take time to complete the Participant and Facilitator evaluations, found online at go.osu.edu/TeenLeadership20.