

Florida 4-H Centennial



Promotional Ideas—Celebrating 100 years!

Happy 100th Birthday
Florida 4-H

Here are some ideas to
help your counties
celebrate 4-H centennial
2009.



Web site address:

<http://www.florida4h.org/events/centennial.shtml>

1. Create a media event by getting a commitment from every 4-H'er for individual service projects during National 4-H Week. Print their pledges in the newspaper and encourage the members to supply photos of their work. Better yet, send the newspaper photographer to catch the 4-H'ers at work.
2. Have a gala premiere of your newest video (or slide set) of 4-H highlights from the past year.
3. Invite outstanding local 4-H alumni for an autograph-signing party.
4. Provide the local newspaper with articles written by members, volunteers, alumni and donors for a 4-H insert
5. Select a dozen entries in a call for PSA's on 4-H. Let the authors tape the spots for local radio stations.
6. Distribute a thought-for-the-day for each day of National 4-H Week. Send them to all the churches in your community, for enclosure in their bulletins.
7. Put a 4-H message on grocery bags.
8. Initiate a 4-H'er of the Week newspaper photo feature during 4-H Week. Let a panel of volunteers select the featured 4-H'er using fair criteria and including all ages and interests. Better yet, have a 4-H'er of the Day everyday of 4-H Week.
9. Place 4-H promotional placemats in local restaurants
10. Use a local cable station to convey 4-H messages and announcements.