

Promotions & Activities Committee

Function/Purpose: This committee serves to promote and celebrate 4-H within the UW Extension Waukesha County 4-H program. Provide relationship building among members and leaders through various activities and events. This committee chair oversees separate subcommittee (chairs) for each activity/event. All parties involved will work on recruiting youth and adult volunteers to sit on the committees. The committee will promote 4-H membership and 4-H activities to youth and families not currently involved in the 4-H program. This includes marketing during National 4-H Week.

Success Criteria: Increase in public awareness of 4-H. Increase in 4-H membership and participation. Youth and Adults involved in the 4-H program will have opportunities to socialize at county-wide events. Demonstrate their mastery in the Performing Arts day and create a sense of belonging for all participants in the 4-H program.

Responsibilities:

- Publicize events of National 4-H Week.
- Branding/Marketing
- Information booth/Activities Center at the Waukesha County Fair
- Plan and Implement the County 4-H Open House – September
- Create timelines for all events and share with the Leader's board and UW Extension office
- Work with the Teen Council to plan events to promote 4-H
- Involve club members and leaders in promoting 4-H membership
- Create a master list of outreach events and share with the leaders to attend
- Create a training to help volunteers and youth communicate the value of 4-H with the assistance of the 4-H Youth Development Educator
- Create Interest surveys
- Create a timeline for each event and share with Extension office, Activities and Events Chair and Board Liaison
- Submit budget requests to the Finance committee by the due date in the spring
- Subcommittees will create a timeline for events/activities and shared with the UW Extension Office and Leader's board director overseeing the committee by Oct. 1st
- Submit insurance form to the Extension office for high-risk events two weeks in advance to the UW Extension Office
- Create Flyers, EEOC statement and Co-brand included
- Recruit youth and adults to sit on the committee
- Submit the committee meeting reports to the Activities/Event Chair, Board Liaison, and UW Extension office no later than a week after the meeting dates.
- Communicate meeting dates, locations of the committee meetings to the chair and the Leader's Association Board of Directors Liaison and the UW Extension office so it can be publicized.
- Submit information for the Clover Flyer and Facebook
- Create a formal evaluation with the assistance of the 4-H Educator for all Event/Activities.
- List of chairs and all committee members sent to the UW Extension and overall Award's Chair by August 1st send updates when people join throughout the year.

- Maintain the committee copy of the activity/event informational available for future planning.

Potential Subcommittees:

- Sports Tournaments
- Performing Arts Day
- Fair Kids Zone
- Fair Info Booth
- 4-H Open House

Time Required: 1-year commitment, an average of 2-4 hours per month

Target Dates: September: promote 4-H membership
October: National 4-H Week events
Monthly: 4-H newsletter articles
March – Basketball/ Volleyball Tournament
February – Performing Arts Day
July – Kids Zone & Info Booth at the Fair

Resources Available: National 4-H Week promotional package
4-H websites
Local media personnel

Training Opportunities: Consultation with UW Extension staff

Report to: Waukesha County 4-H Leaders Association and 4-H Youth Development Educator