

4-H OUTREACH DOCUMENTATION

Program Year: _____

Club Name _____

Vice President for Membership _____

Community Club Leader _____

Membership Advisor _____

Please describe the efforts your club has made to recruit new members from your community, including under-represented groups, and attach documentation. Be specific. For example, if a school presentation was made, list the name of school, size of audience, ethnicities represented in audience, and other pertinent details. All clubs are required to demonstrate outreach efforts in at least **three** of the first four outreach methods listed below. For assistance, call your county Cooperative Extension office. To document your club's outreach efforts, attach to this form copies of flyers, newspaper articles, news releases, and lists of personal contacts made. Give a copy of this information to your local Cooperative Extension 4-H office.

METHOD	DATES	LOCATION	DESCRIPTION
1. Mass media, including radio, newspapers, TV			
2. Newspapers, posters, flyers, announcements			
3. Personal letters to minorities and/or females. (Potential members and leaders)			
4. Personal contacts (phone, in person) with potential minority or female members and leaders.			
5. Community and school groups contacted with information, or through community service			
6. Membership drive or promotional programs to reach minorities and females. (E.g., festivals, fairs, displays)			

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METHOD	DATES	LOCATION	DESCRIPTION
1. Mass media, including radio, newspapers, TV	Oct 1997 Oct 10 & 17 Feb 14, 1997	Bay Area Mountain View, Los Altos, Cupertino, Sunnyvale	-National 4-H TV recruitment ads -The Downtown News: Community Calendar listing of club open house dates -"Helping Hands", article on club community service project
2. Newspapers, posters, flyers, announcements	October 1997	Brentwood, Amber, Chase, and Hollings Schools	-Flyer inviting kids and families to join our club. Distributed to 4 schools. Approximately 1200 children received flyers. School ethnic breakdown is approximately 25% Hispanic, 15% Asian, 55% European, & 5% African American
3. Personal letters to minorities and/or females. (Potential members and leaders)	1/10/97	Cupertino	-Notes to two families inviting them to club meetings.
4. Personal contacts (phone, in person) with potential minority or female members and leaders.	1996-1997	Cupertino, Sunnyvale, Los Altos	-4-H office referrals. Called 16 families and invited them to 4-H club meetings. Talked to approximately 40 families responding to flyers. Invited all families to come to our meetings.
5. Community and school groups contacted with information, or through community service	October 1997 Feb 12, 1997	Sunnyvale	-School outreach campaign listed above -Valentines Day party with children at Children's Hospital. Shared 4-H with 3-youth. (See article titled "Helping Hands".)
6. Membership drive or promotional programs to reach minorities and females. (E.g., festivals, fairs, displays)	April 12	Cupertino	-Petting Zoo fund raiser at Homestead Park Pioneer Days. Club poster and flyers. 60 flyers taken. Crowded of 2,000 people.