

4-H DAIRY PROMOTION ACTIVITY REPORT FORM
Due September 15

Your finished report will consist of:

1. The **4-H Club Promotion Activity Report**
2. **Activity Report Form** for your club's **Best Dairy Promotion Activity** (you should also include samples of newspaper clippings and photos on 8 ½" x 11" sheets)
3. **Activity Summary Sheet**
4. Conclude your report with the **Score Card** (to be completed by your 4-H Youth Development Agent or the judges.)

Each club should focus on doing **one** activity, and doing it well. You may conduct more than one activity, but we would like you to submit your **best dairy promotion** activity for the Dairy Promotion Program. If you include more than one activity in your scrapbook please be sure to note which activity you feel is your club's best activity. Your book will be judged on that activity only. **Remember – the quality of your promotions is more important than the quantity!**

Use the attached forms to report your club's **BEST** dairy promotion activity. Please refer to the attached Score Card for judging criteria. This Score Card will be completed by the judges. There is no need for you to complete the Score Card.

The report should be typed or printed in ink. You may place your completed report in the binder of your choice. Be sure to include newspaper articles and photos whenever possible.

The report should focus on **one** dairy promotion activity carried out during the past 4-H year (November – October). Please limit your report to the space provided.

Additional pages may be added **only** to attach samples of newspaper articles, photos with captions, letters or other printed materials to supplement your report. All materials **must be on 8 ½" x 11" pages.**

The report should reflect involvement of 4-H leaders and members, working together as a team, toward the accomplishment of common goals.

Awards will be based on overall effectiveness of the promotion: results of promotion efforts, innovative ideas, documentation and teamwork experience.

All participating 4-H clubs will receive a \$35 gift certificate towards promotional materials from the WMMB Promotional Materials Catalog. The club with the "best" idea in the county will receive a \$60 gift certificate towards promotional materials.

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Due September 15

Club Name _____

County _____

Adult Leader (Dairy Promotion)

 Name _____

 Address _____

 City, State & Zip _____

 Phone Number _____

Youth Leaders

 Name _____

 Address _____

 City, State & Zip _____

 Phone Number _____

 Name _____

 Address _____

 City, State & Zip _____

 Phone Number _____

Report Prepared by _____

 Phone Number _____

Other Committee Members _____

4-H DAIRY PROMOTION ACTIVITY REPORT FORM

Name of Promotion _____

Brief Description of Promotion:

Purpose of Promotion (what did you hope to accomplish?)

Date and Time of Promotion _____

Place Held _____

Who, Outside of Your Club, Helped With the Promotion?

Results of Promotion (what did you accomplish – i.e. number of coupons redeemed, etc.):

Estimated Number of People Reached _____

Budget for Activity (optional) \$ _____

Media Coverage (include clippings or tapes if possible):

Do You Feel This Promotion was Successful? Why?