

**4-H DAIRY PROMOTION PROGRAM
SCORE CARD**

CLUB NAME

COUNTY

RESULTS OF PROMOTION EFFORTS

65 points _____

**Audience targeted; visibility of promotion efforts;
extent of resources used; resulting increased community awareness;
evidence of increased use or sale of dairy products
because of group's efforts, etc.**

COMMENTS: _____

TEAMWORK EXPERIENCES

25 points _____

**Utilization of community facilities, resources and activities
to implement dairy promotion activities.**

COMMENTS: _____

DOCUMENTATION

10 points _____

**News articles, clippings, photos, supporting materials, etc.
(Organization and neatness also considered.)**

COMMENTS: _____

Sub Total: 100 points possible _____

5 "Extra" points available for:

INNOVATIVE IDEAS

5 points _____

**Demonstrate new and creative ways of promoting Wisconsin
dairy products.**

COMMENTS: _____

GRAND TOTAL: 105 points possible