

Ohio 4-H Clubs

advisors handbook

What Can You Do To Promote Your 4-H Club?

Recruiting 4-H players can be a challenge. Often, we rely on current members coming to our club through word of mouth or with an existing member. In some cases, we think promoting 4-H is the responsibility of the county or State 4-H and Extension Offices. In reality, promoting 4-H is all of our responsibility! Why wouldn't we want to be a part of telling how 4-H is *Making a Difference* in our lives and our members?

Encourage your 4-H players to help recruit new team members.

Ideas for Promoting Your 4-H Club

Regardless of the 4-H promotion and recruitment methods you choose, please review [Using the 4-H Name and Emblem](#) to understand proper use in your promotional efforts and complete the [Permission to Use 4-H Name & Emblem Form](#).

- **Design a 4-H Club Flyer or Use Your County's 4-H Club Recruitment Flyer** – You and/or your members may distribute the flyer(s) in target community locations.
- **Make 4-H Club Posters** – Have members make posters at a club meeting to promote your 4-H club. Display posters in businesses and community centers after seeking approval from owners and managers.
- **Write 4-H News Releases** – You or a member can write news releases for the local newspaper to share information about your club, upcoming meeting times and more.
[Sample "New 4-H Year" News Release](#)
- **Develop a 4-H Club Web Site** – Many clubs are enjoying sharing their 4-H events and activities via a 4-H club web site. Is there someone in your club that would enjoy developing a web site for your 4-H club?
- **Create 4-H Club Spirit Items** – You and your members may enjoy creating a club logo to use on club shirts, hats, tote bags, banners, and more. Wearing your club's spirit wear at community festivals, at the fair and other public places is a great way to get the 4-H image out and into the community.
- **Participate in a County 4-H Promotional Effort** – Contact your County 4-H Extension Educator and ask about potential county 4-H recruitment and promotional programs. Opportunities may include: Presentations in Schools with Classrooms and Parent Groups, Feature 4-H News Insert, Promotional Events at local malls or businesses, Talks with Civic Organizations, PSA's on radio stations, and many others.

How Do You Enroll Your 4-H Club Membership?

Members must enroll annually. Members may join a 4-H club anytime, but every county has an enrollment deadline for 4-H participation in Junior Fair. Obtain enrollment information and materials from your County Extension Office. The [4-H enrollment process](#) will ask the member and his/her parent/guardian to provide the following information:

- [Personal and Demographic](#)
- [Projects Enrolled](#)
- [Offices and/or Committees](#)
- [Parent/Guardian Contact](#)
- [Photo Release](#)
- [Code of Conduct](#)

Members that live outside of your 4-H club's home county must complete an [Across County Line 4-H Membership Form](#). Members only need to complete once, unless special circumstances warrant a future request.

Returning volunteers must also re-enroll or indicate continued commitment to the county 4-H Program. New 4-H volunteers must complete the multi step [4-H Volunteer Selection, Screening and Orientation Process](#) and be accepted as a 4-H volunteer, before you may include them as part of your 4-H club leadership.