



**SOUTH DAKOTA STATE
UNIVERSITY EXTENSION**

Promotion and Recruitment



Welcome! You have just enrolled in one of the greatest youth development programs in the nation. We are glad to have your child involved in 4-H. When describing 4-H to someone new, we often use the analogy of a super department store. 4-H is like a “store” full of wonderful, fun, positive educational programs. It has all the workshops, projects, contests, trips and conferences, camps, or activities you could possibly want or need. The 4-H program is so large and the opportunities so vast that it can sometimes seem overwhelming when you are new. Just keep in mind that your family’s 4-H experience can be tailor-made to fit your goals, schedules, and interests.

New Members

Greet new members and make them feel part of your club meeting. Members may not know each other. Many children are shy and have a difficult time getting acquainted. Take the initiative of introducing them and their parents to the club and its activities. Regularly include group interaction activities at club meetings so all members can get to know each other better.

Set a Positive Example

Your club and its members must set a positive example. Your club and its members must practice what your promotion preaches. Do not oversell 4-H. Tell about the big picture of 4-H but be honest about your club. Tell the story of what and how much members have learned from being in 4-H.

Activity: 4-H Friendship Bracelet

4-H promotes “Learn by Doing”: Measure a piece of hemp cord or string at least 14 inches long and tie a knot at 5 inches. This cord and knot represent all that you “Learn by Doing” in the 4-H program.

4-H emblem: The symbol of 4-H is a green four-leaf clover with 4 white H’s – one on each leaf.

4-H Pledge: I pledge ...

- » **My Head to clearer thinking:** Slip a white bead on to represent the first H – Head. This stands for clearer thinking.
- » **My Heart to greater loyalty:** Slip a dark blue bead on next to represent the second H – Heart. This is symbolic of loyalty, like the blue field on the American Flag.
- » **My Hands to larger service:** Slip a yellow bead on next to represent the third H – Hands. Yellow is the color of sunshine and warmth. When you serve others, it is you shining through.
- » **And My Health to better living:** Slip a green bead on next to represent the fourth H – Health and the green clover. Green represents life, growth, creativity, and youth.
- » **For my club, my community, my country, and my world:** Slip a brown bead on next to represent the whole earth. Brown is the color of the soil, the substance that gives each of us a strong footing to move forward.



Goals and Ideals: Tie a second knot to hold the beads in place. By tying these knots, we are reminded to always keep your goals firm and our ideas in place.

Completion: Now we are ready to complete the bracelet. In 4-H, you can complete many projects as you learn the values this bracelet represents.

National 4-H Week

Take advantage of this important week to highlight the remarkable 4-H youth in your communities and show the incredible experiences that 4-H offers young people.

- Submit a press release to local media outlets.
 - » Have 4-H members write a Letter of the Editor.
- Record radio public service announcements.
- Create a scavenger hunt. Hide a 4-H medallion in the community.
- Encourage local 4-H clubs to do activities.
 - » Displays at schools or public library.
 - » Paint business windows.
 - » Create magnets to put on 4-H member's school lockers.
- Hold a Family Fun Night with games and activities.
- Have an enrollment party at a meeting.



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The sky's the limit!



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