



# Around the State in 4-H

May 2007

Office of 4-H Youth Development

# GROW

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Agricultural  
Sciences

May 2007

## It Must Be Spring!!

by Christy Bartley

Do you ever get the feeling that it must be spring because the calendar is full and getting fuller every day? Are you trying to stretch the time between Monday and Friday into an eighth day of the week? Stop! Make sure you have time with family and vacation placed on your calendar. Start developing volunteers to take on more activity and event responsibilities. Use the word “no” once in a while. Taking some time to refresh and renew is an important part of your job. You can’t provide “visionary leadership” to the 4-H program in your county if you are weighed down and working from event to event. Enjoy!

## 2007 Statewide Service Project, Food Checkout Day

by Jackie Bruce

Dear Colleagues~

The State 4-H Council is pleased to release details of the 2007 Statewide Service Project, Food Checkout Day. This year’s project is being brought to you in cooperation with the Pennsylvania Farm Bureau.

Did you know that in 2006, it took only 5 weeks for most Americans to earn enough income for the family’s annual food supply? Did you know that for most Americans, it takes 77 days of salary to pay their annual local, state and federal taxes? Did you know that the average American spends 10% of their disposable income on food, compared to over 55% in Indonesia and 14% in Japan?

Farmers in Pennsylvania and the United States play a critical role in making food affordable for consumers. To help celebrate Pennsylvania’s safe and affordable food supply, Pennsylvania Farm Bureau state Women’s Leadership Committee and county Farm Bureaus are collecting food, cash donations, and other needed items for Pennsylvania’s five Ronald McDonald Houses.

There will be a variety of ways for you to get your 4-H members, leaders, and community members involved with Food Checkout Day. Throughout the year, you can donate food items, purchase gift certificates to Wal-

Mart or postage stamps for the Pennsylvania Ronald McDonald Houses nearest you. To get involved this way, contact your local Farm Bureau and they can provide you with details. Their web address is: <http://www.pfb.com/programs/womens-committee/food-check-out-day.htm>

For the statewide leadership conference we are asking counties across the state to “Checkout the Silver” by collecting and donating the tops of soda cans and coins. At the conference, collection will happen throughout the weekend, so start collecting now! Regions that collect the most of each item will be recognized during the closing ceremony at State Leadership Conference.

If you have questions about Food Checkout Day, or our participation in the project, need some promotional materials, or more information, visit the State 4-H Council website <http://ps4-hc.cas.psu.edu> and click on Service Project.

Thank you so much for your participation in Food Checkout Day!!

### IN THIS ISSUE:

- ◆ It Must Be Spring!!
- ◆ 2007 Statewide Service Project, Food Checkout Day
- ◆ From Bake Sales to Big Bucks: Bringing 4-H Fundraising to a New Level in Pennsylvania
- ◆ Military Kids Need Place to Belong
- ◆ Rural Youth Project
- ◆ Newsletters Count
- ◆ 4-H Brand Network
- ◆ Reminder from Dennis Murphy
- ◆ Top 4-H Wildlife Winners Announced
- ◆ New 4-H Curriculum Web Site
- ◆ 4-H State Achievement Days, July 24-26, 2007
- ◆ 2008 Leadership Conference Announcement
- ◆ 4-H National Congress, November 23-27, 2007



# Around the State in 4-H

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4-H Youth Development

## From Bake Sales to Big Bucks: Bringing 4-H Fundraising to a New Level in Pennsylvania

by Eric McGinnis

This is the first in a multi-part series uncovering the secrets to increasing fundraising success for 4-H at the local level.

As I travel the state and meet the many dedicated directors, educators, and staffers working in Cooperative Extension, two facts became quite clear. 1. Each county is unique and has unique challenges. 2. Every CED and Educator spends some time on some aspect of fundraising. I am sure none of us, myself included, decided in college that “I am going to be a fundraiser”. Yet here we are. Although not a technical science, effective fundraising has a nuance and methodology that is quite standardized and proven effective. My hope is I can impart some of my expertise in fundraising to help you be effective in the limited time you have to spend on development, assist in helping you to set attainable goals for your county, and ultimately aid in growing your annual and endowment level support for your programs. In the coming months I will use this newsletter to discuss the donor lifecycle, types of giving, ways to engage your donors, and specific ways that your local fundraising efforts can be supported through Penn State – and me.

To begin, I think it is appropriate to define some of the fundraising jargon you will no-doubt hear in the coming months as you get to know me. I know that many extension employees have a sophisticated knowledge of fundraising and know the en vogue terminology, so this may be just a refresher. For others, it may be the beginning of a foundation.

**Annual Fund** - Annual gifts of less than \$25,000 per year. Focuses on annual giving activities to broad-based audiences including alumni, friends, faculty, staff, parents, and students using mostly direct mail and telemarketing strategies.

**Assessment** – Stage of the solicitation cycle where a donor's ability and inclination for a major gift are determined.

**Atherton Society** – A Penn State society acknowledging donors that have included Penn State in their wills.

**Charitable contribution** – The term “charitable contribution” is defined for federal income tax purposes as a gift or contribution to or for the use of an organization described in Internal Revenue Code IRC §170(c).

**Corporate and Foundations Relations** – Serving as the corporate world's point-of-contact with the University, the Corporate Relations program acts as a gateway to Penn State for business and industry.

**Cultivation** - The stage in the solicitation process where the relationship with the prospect is developed in preparation for solicitation. See Solicitation Process and Stages.

**Endowment** – An endowment provides dependable support in perpetuity. The managing organization invests the initial gift allowing the county to spend a portion of the average annual investment return for the purpose(s) specified by the donor. The remaining income is added to the principal as protection against inflation.

**Major Gift** – A gift of \$25,000 or more.

**Planned Gift** – Planned gifts generally refer to major gifts which involve a contribution of assets, usually of a non-cash nature (e.g. securities, real estate) and which present special planning opportunities to enhance tax and income benefits to the donor and a significant ultimate gift to a charitable organization.

**Prospect** – An entity or a group of entities identified as having the potential for giving a gift of \$25,000 or more.

**Solicitation Process** – The cycle of soliciting prospects for a major gift. The stages include Identified, Assessment, Cultivation, Solicitation, Closure and Stewardship.

**Stewardship** – The process of maintaining and cultivating a long-term relationship with donors that leads to deepening commitment to a charity and ensures that the donors' gifts are used as they have designated. This is also the last cycle of the solicitation process for major gifts.

*Eric McGinnis is the Major Gifts Officer for Penn State Cooperative Extension and 4-H Youth Programs. He raised money for many of Penn State's geographically dispersed departments including twenty-four of the Penn State's campuses outside of University Park and the entire state-wide library system, with thirty-four locations. In addition Eric was executive director for the Pennsylvania Centre Orchestra in Centre County and is a development consultant for non-profit groups in central Pennsylvania. Eric is also a master's student in Community and Economic Development (Rural Sociology) in the College of Agricultural Sciences.*



# Around the State in 4-H

May 2007

4-H Youth Development

## Military Kids Need Place to Belong

by Christy Bartley

Over the past several months I have had phone calls and emails from parents of military youth who live in Pennsylvania. Some of these parents are writing from the front concerned about their children and wanting them to have some connection to their community and to them. Other parents have moved away from military bases where they were living so they could be close to family members while their spouse is deployed. They are also looking for ways to support and engage their children. For those parents living in Pennsylvania, I have been able to have some conversation about how they connect with other military families. Right now, they're not. They can look on web sites and see support offered at the installations or bases they moved away from, but there is no support in the rural communities of Pennsylvania. According to the National Guard and Army Reserve, Pennsylvania is going to experience another large deployment in the next year. We can prepare now to help the children and families who experience these separations. I encourage you to begin communicating with 4-H volunteers about the opportunities to connect with these families. Regardless of our thoughts about the war, our outreach to children and youth impacted by it should be strong. I encourage you to include the following short article in an upcoming newsletter for leaders:

Do you know a family with a mom or dad in the Army Reserves or National Guard? Has a new family moved nearby so they can live with family while mom or dad is deployed? Does your best friend, fellow church member, or community contact suddenly have grandchildren living with them because parents are deployed? If so, these children are invited to become a part of the 4-H program. Please share club information and invite them to visit. Support is available to help pay for educational materials fees, registrations for camp or for regional, state, and national events. Since these families do not live on military installations, the support systems normally available to military families may not be accessible to them. Encourage these families to become a part of your 4-H club.

Thank you for beginning an awareness campaign with club leaders to look for and reach out to these youth. There will be additional opportunities for military youth described in future ATS articles.

### MARK YOUR CALENDARS:



The 2006/2007 4-H Calendar can be found at:

<http://pa4h.cas.psu.edu/>

#### MAY

- ◆ May 12  
4-H Forestry Field Day
- ◆ May 28  
Memorial Day—CLOSED

#### JUNE

- ◆ June 15  
Early bird registration for State Days closes
- ◆ June 26  
4-H Advisory Council Meeting

#### ◆ Future Dates to Remember and Mark Down

State Days 2008 August 5-7  
State Days 2009 July 28-30  
State 4-H Leaders Forum February 1-2, 2008  
4-H Leadership Conference Feb. 15-17, 2008

## Rural Youth Project

by Christy Bartley

During March in-service week, Anastasia Snyder in Ag Economics and Rural Sociology presented information on the rural youth project. Information about the project can be found at <http://fipa.aers.psu.edu/RuralYouthEdProject.htm>. There is a fact sheet on extracurricular activities and youth perceptions of behavior. You can also find county information and state trends as well as a summary of current findings. If you work in a rural county, please take some time to look at the materials.



# Around the State in 4-H

May 2007

4-H Youth Development

## Newsletters Count

by Liesel Dreisbach

Is your newsletter meeting its objectives? Is it meeting the needs of your audience? Is it meeting your objectives as an educator?

Having recently moved to a new county, I sensed that the 4-H audience in this county had some needs and expectations that were different from the county where I had previously worked.

I developed a self-mailer survey which was sent to the newsletter mailing list at the same time as the 4-H newsletter was sent. I also offered an incentive for early return - an ice cream coupon for the first three youths and the first two adults who responded.

The first question asked the respondent to rank various parts of the newsletter. A second question wanted to find out how quickly people read the newsletter.

Another question tried to determine if print was still the best medium or would readers prefer receiving the newsletter via email or to read it on the website. The last two questions wanted to find out if the newsletter's frequency of publication was acceptable and who besides the respondent read that household's newsletter.

Answers were divided by type of respondent: member, parent, or leader. All three groups ranked event information the most important part of the newsletter. The calendar listing events ranked second; contest information ranked third; and club news ranked fourth.

Some vocal adults in the county wanted members' names listed as often as possible to recognize them for awards, honors, and even just participation. Some volunteers believed seeing a child's name in print would boost their self-confidence. Interestingly parents ranked seeing their child's name in the news as fifth in importance while leaders and members ranked it less important.

The newsletter had sections dedicated to livestock and horse project news. Members ranked those areas higher than did leaders or parents. Among responding members, teen news was the least important. Perhaps many member respondents were not teens themselves. Age was not requested on the survey.

Those who responded said overwhelmingly they read the newsletter within 24 hours of receipt. This question may have simply reflected that this group is highly involved in 4-H, eagerly looks forward to the newsletter,

and wants to have their voices heard. However, one survey was received more than three months later from someone who also claimed to read the newsletter within 24 hours. A smaller number of people said they read the newsletter within 10 - 14 days of receipt. One club leader had her members complete the survey during a meeting. Several of those members said they seldom or never read the newsletter. One of them added it was too long and boring.

A surprise was to find that nearly all respondents still wanted to receive the print edition of the newsletter. I have heard since from some families that they like to post the printed copy on the refrigerator for easy reference. Only four youth and one adult were interested in receiving an email with the newsletter attached. Only one adult wanted to read the newsletter on the Web. Perhaps in some other counties where families are plugged into their computers 24/7 an electronic version would be more popular.

While the majority of those surveyed agreed that the newsletter was published often enough, a significant portion of members, parents and half of the responding leaders thought the bimonthly newsletter wasn't published often enough.

In this age of information and information overload, it was interesting to see how valuable portions of the newsletter are for the 4-H audience. While 13% of the mailing list of nearly 300 responded, it still would be interesting to know if the non-respondents would agree with these results. This county has a small but very, very active core of involved families. Many other families are moderately involved. Many years ago I did a newsletter survey in the county in which I formerly worked. Different population, different response. In that county there was hardly any response at all to the survey, despite using the same incentives.

As a result of the survey, a few things have been tweaked. The newsletter is published according to a schedule so leaders and club news reporters are learning to turn things in by the deadline. The 4-H community can expect the newsletter to arrive the first week of every other month. The livestock and horse sections have been dropped since a new 4-H livestock newsletter is published separately and horse information goes to leaders for dissemination. The survey hinted at these sections having no interest to others not carrying those projects. Although I believe there is value in reading about others' projects, we needed to cut down the size of the newsletter.

Several respondents suggested the newsletter should look more like a newspaper. We tried printing one issue in that format. It looked nice, but the logistics of production in our office were time-consuming, so no more newspaper format newsletters are planned.



# Around the State in 4-H

May 2007

4-H Youth Development

continued...

We are not posting the newsletter any more on the Web, since almost no one wants to read it there. Despite the fact that a fair number of people want the newsletter published more often, the resources in this office (time and secretarial help) prohibit us from publishing once a month. There is, by the way, a Leader Letter for volunteers, which is published in the alternate months, so leaders still can get timely information.

Newsletters can become a ritual for many 4-H families. The problem for extension educators is how best to transmit information to our audience in an age where everyone is bombarded with a great deal of information. A survey may help you to rethink the way(s) in which you disseminate that information.

## 4-H Brand Network

by Christy Bartley

Have you checked out the 4-H brand network at <http://4-hbrandnetwork.org/> lately? Information is on the site to help you develop news releases, develop banners and marketing tools, personalize PSAs, and so much more. There is a photo library, graphics, promotional kits, and templates. If you haven't visited the site for a while be sure to go back and use the resources available. Do you have suggestions to improve the web site? What other materials would you like available? Please pass on your suggestions through the site or let Christy know and she will share the information.

## Reminder from Dennis Murphy

It is time to identify quiz bowl teams for the annual Farm Safety and Health Quiz Bowl contest. Visit <http://www.agsafety.psu.edu/Quizbowl.html> for more details. Eight 4-H teams are taken on first-come first-served basis by emailing Dennis Murphy ([djm13@psu.edu](mailto:djm13@psu.edu)). 4-H teams will compete in the morning at both the Ag Progress Days and Farm Show events. The APD event will be held August 15. The top four teams winning at this event must be able to attend Farm Show on January 9.

## Top 4-H Wildlife Winners Announced

by Sanford Smith

Teens from across Pennsylvania competed in the state 4-H wildlife habitat evaluation contest held at this year's 4-H Wildlife Field Day, on April 21, 2007 at Rock Springs, PA. The five high scorers in the Senior Division were Luke Beardsley of York County, Brianna Clark and Elizabeth Fulton of Dauphin County, Sarah Golden of Fulton County, and Kelsey Keller of Westmorland County. Four of these five 4-Hers will form a state-level team to compete at the National Wildlife Habitat Evaluation Invitational in "the heart of red rock county," Cedar City, Utah, this summer. Over 170 youth and adults participated in the field day activities this year. There are both competitive and non-competitive options at the event. The non-competitive option, organized for youth ages 7-12, focused on habitat improvement educational activities. All counties are encouraged to participate in 2008.

## New 4-H Curriculum Web Site

by Christy Bartley

As the transition from 4-H CCS to a national 4-H curriculum system overseen by 4-H Headquarters continues, a new web site has been developed. The site, [www.4-hcurriculum.org](http://www.4-hcurriculum.org), has ordering information, an on-line catalog, and on-line project materials. If you are planning on applying for grants to support 4-H curriculum delivery, remember to write in the cost of curriculum materials and order directly from this site.

### Tidbits of Information

- ◆ 4-H Military Youth Programs  
[www.operationmilitaryyouth.org](http://www.operationmilitaryyouth.org)
- ◆ Give to 4-H  
[www.4h.cas.psu.edu/57.htm](http://www.4h.cas.psu.edu/57.htm)



# Around the State in 4-H

May 2007

4-H Youth Development

## 4-H State Achievement Days, July 24-26, 2007

by Lydia Everhart

4-H State Achievement Days are 2 months away! Keep recruiting now for this event. Registration opened on March 15<sup>th</sup>, 2007. The site address you want to visit is: <http://pa4h.cas.psu.edu/77.htm>. There are a few changes to this year's event I would like to highlight:

- ◆ There will not be an individual foods and nutrition contest in 2007. However, there will be a nutrition component in the physical fitness contest.
- ◆ Everyone will participate in Service Learning Day. It will be held at the Ag Arena from 1-5 p.m. There will be shuttles to take you to the arena every 15 minutes.
- ◆ Horse Judging and Livestock Judging team numbers have changed. Look over these rules carefully when planning on your county participation.
- ◆ Pay particular attention to dress code. If a member shows up to any competitive or educational event in inappropriate attire, they will automatically be disqualified.
- ◆ Please look over each competitive and educational event for rule changes and reference changes to be up-to-date for this year.



## 2008 Leadership Conference Announcement

by Jackie Bruce

Mark your calendars!! We are pleased to announce the dates for the 2008 Leadership Conference, **Groovin' into Leadership**. In order to be able to go back to the Penn Stater Hotel and Conference Center, we have moved the dates back one weekend to **February 15-17, 2008**. The schedule and registration fees will be the same as the 2007 conference, with the small exception that we will start and close registration one week earlier due to our new weekend. Highlights of this year's conference include the return of the Dynamic Duo Michael and Melissa Shehane as our Friday Night kick-off speakers, and an extraordinary keynote speaker for Saturday that you and your 4-H members will not want to miss! Look for more detailed information and registration details to come near the end of the summer.

## 4-H National Congress, November 23-27, 2007

by Lydia Everhart

Mark your calendars. Talk with your teens. 4-H National Congress is on its way. Each county in PA can send two youth to this great event in November 2007. All the planning information that you need is now available on the National Congress site at: <http://pa4h.cas.psu.edu/82.htm>. Please take note of all the deadlines for this event. The first deadline is to have a Regional Coordinator identified by July 15, 2007. The next is to commit to having youth attend by July 25, 2007.

### THINGS TO DO



- ◆ Recruit & Register Farm Safety & Health Quiz Bowl Team
- ◆ Order Curriculum needed to support grant projects
- ◆ Identify Youth to go to National Congress
- ◆ Communicate with Leaders and Members about statewide service project
- ◆ Recruit State Days participants & register them
- ◆ Talk to Advisory Council Representative about agenda items for the June 26 meeting



# Around the State in 4-H

May 2007

4-H Youth Development

## EDITOR'S PAGE

*Christy E. Bartley*

Christy Bartley  
State 4-H Program Leader

In Consultation with  
4-H Youth Development Faculty & Staff

This publication is available in alternative media on request.

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