



Around the State in 4-H

October 2007

4-H Youth Development

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PENNSTATE



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Agricultural
Sciences**

October 2007

October—A Time for Networking

-by Christy Bartley



October is a very busy month for 4-H Youth Development Educators to network with co-workers in Pennsylvania and across the nation. The third week in October, we will have the opportunity to meet with new and experienced educators at the professional development meetings for PAE4-HA, ESP, and of course, the Extension Conference. I encourage everyone to take advantage of these meeting times. The fourth week in October, many of us will also travel to NAE4-HA, the national 4-H professional development meeting to be held in Atlanta. If you aren't able to join us this year, be sure to mark you calendars for the Galaxy Conference in Indianapolis, September 15-19, 2008. A galaxy conference includes all extension professional development organizations. Professional development is an important aspect of our work. We need to maintain a high level of knowledge about the program so we can better work with volunteers and collaborators. Take the time to network.

State 4-H Fashion Revue

-by Christy Bartley



The State 4-H Fashion Revue will be held as a part of 4-H State Achievement Days in 2008. The date is August 6th. A small group of volunteers are interested in raising funds to help keep the State Achievement Days program within everyone's reach while working on the big goal of establishing an endowment to support the 4-H Fashion Revue. The passion of these volunteer's for fashion revue will make them the perfect fundraisers for this event. Eric McGinnis will work with the group. Since the work will benefit youth across the state, this small group would like to identify volunteers in other regions who would be willing to help. We already have representatives from the Capital and Southeast Regions. Please check with your volunteers and let Christy Bartley know if anyone is interested. Send names and contact information to Christy by November 15.

MARK YOUR CALENDARS:

The 2006/2007 4-H Calendar can be found at:
<http://pa4h.cas.psu.edu>

Future Dates to Remember and Mark Down

- ◆ State 4-H Leaders Forum February 1-2, 2008
- ◆ 4-H Leadership Conference Feb. 15-17, 2008

President Environmental Youth Award

Deadline: October 31, 2007

About three weeks are left until the deadline to apply for the President Environmental Youth Award (PEYA). All youth who apply have an excellent chance of winning; just ask last year's winners, the "Going Batty" girls from Oklahoma.
<http://www.epa.gov/enviroed/peya/peya2006.html#6>

National Wetlands Awards

Nominations Deadline: January 15, 2008

The National Wetlands Awards Program honors individuals who have demonstrated extraordinary commitment to the conservation and restoration of our national wetlands in six categories: Education and Outreach, Science Research, Conservation and Restoration, Landowner Stewardship, State, Tribal and Local Program Development, and Wetland Community Leader. Nominate someone today! Contact Sanford Smith at sss5@psu.edu, for more information
<http://www.nationalwetlandsawards.org>

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Building a Fundraising Board

Part I - by *Linda Lysakowski, ACFRE*

“We can’t get our board to help with fundraising, they aren’t the ‘movers and shakers’ in town.” If this is a statement you have heard in your organization, read on!

While some organizations do not set fundraising as a priority for its board members, most nonprofits can benefit from having a board more actively using their connections to benefit the organization.

The key to getting your board to embrace fundraising lies in three simple steps—the recruitment process, assuring that board members are committed to the organization and removing the fear of fundraising that is inherent in most people.

In this two part series, we will address these issues. In Part One, let’s talk about the recruitment process and the annual Board appeal.

Recruiting the Right Way

Often, boards are reluctant to fundraise because they have not been recruited with that purpose in mind. For many organizations, fundraising has never been a part of their culture for various reasons—perhaps in the past they relied on government funding, fees for service or foundation grants. Then suddenly, when these funding sources shift priorities and income streams dry up, the organization decides it now needs to rethink fundraising and is stymied by how to introduce this concept to the board.

Even if the organization originally intended for its board to be involved in fundraising, many times, board recruiters are reluctant to use the “F” word for fear of scaring off potential board members. Many well-intentioned boards operate under the noble idea that, “once they get on our board and see the great work we are doing, they will want to go out and ask for money.” Wrong! If they have not been told up front that fundraising is a part of their role, they will not embrace it later when you decide to “slip it into” their job description.

One key concept to consider is who does the recruiting for new board members. Instead of a Nominating Committee that meets

once a year to fill vacant seats, one recommended approach is to have a year round Board Resource Committee. (This committee can also be called the Governance Committee or the Committee on Directorship or any name with which your organizations feels comfortable) Whatever the title, the important things to remember about this committee are:

- ◆ It should meet year round;
- ◆ It needs to be chaired by the strongest person on the Board;
- ◆ Its duties include doing an assessment of Board performance
 - ◆ It is responsible for developing or refining Board position descriptions;
 - ◆ It evaluates the needs of the Board and develops a profile of the kinds of people that are needed to fill vacancies on the Board
 - ◆ It works with the Board to help find the right people to fill the Board positions
 - ◆ It assures diversity on the Board
 - ◆ It implements, along with senior staff members of the organization, Board orientation
 - ◆ It is responsible for on-going education of the Board



Remember 4-H Leadership Conference

- ◆ Registration will be opening for the State 4-H Leadership Conference in mid-October
- ◆ Applications for State 4-H Council were distributed to counties in August and selection results are due to University Park by Friday, November 2, 2007.
- ◆ If you have any questions regarding State Council or the selection process, or if the Council Advisors can be of any assistance to you as you proceed through the process, please contact Jackie Bruce jab743@psu.edu or Sam Nicola sdn110@psu.edu



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Building a Fundraising Board *-continued-*

A Board Resource Committee, working thoughtfully, diligently and on an ongoing basis can make all the difference in the world between an effective, enthused, and inspired Board and a lackadaisical Board that does not understand its role in advancing the organization's mission and is reluctant to involve themselves in the fundraising process. One of the key roles of this important committee is to develop a board position description that includes a required financial contribution from each board member as well as the expectation that each board member be involved in the organization's fundraising efforts through attendance at events, planning development activities, and helping to identify, cultivate and solicit potential donors.



This committee is also responsible for assuring that the position descriptions are not glossed over during the recruitment process and to make sure that each potential board member understands that fundraising is an important part of his or her role as a board member. They must be expected to deal with potential board members that are obviously reluctant to accept this responsibility. It is better to turn away a prospective board member who is not willing to get involved in fundraising, than to 'fill a seat with a warm body' just so the committee can say it has met its expectation to bring on a certain number of new board members each year. The reluctant fundraiser may instead be invited to serve on a committee or in some other volunteer position, other than being invited to serve as on the board.

In our next article, we will discuss assuring that the board is committed to fundraising and willing to take part in the exciting process of growing the organization's resources.

Now that you have a board in place with the diverse skills and talents and connections you need to expand your resource development program, where do you start?

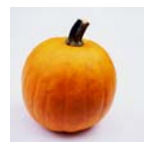
Board Commitment--The Annual Board Appeal

Board giving is essential to show their commitment to the organization. Is it important, even necessary, for your Board members to contribute to your organization's annual appeal? Yes, for several reasons:

- ◆ It increases the level of "ownership" the Board members feel towards the organization
- ◆ It shows others that the Board members are good stewards
- ◆ It enables your organization to raise funds from foundations and other entities that ask—"How much has the Board given?"
- ◆ It makes them feel good about their involvement with the organization and enables them to ask others for money!

http://www.cvfundraising.com/articles/building_board_1.html

Linda Lysakowski, ACFRE is President/CEO of CAPITAL VENTURE, a fundraising consulting firm with offices in Nevada, Pennsylvania and Virginia. Linda has authored numerous articles as well as several booklets for AFP's Ready Reference Series, and Wiley Press published her book, Recruiting and Training Fundraising Volunteers in 2005. Linda is an internationally known speaker, and provides consulting to nonprofit organizations in the areas of capital campaigns, development audits and plans and Board development.





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Pennsylvania Governor's School for the Agricultural Sciences

Article for 4-H Leaders:

-by Ketja Lingenfelter, PGSAS Assistant Director



It goes without saying that 4-H Leaders play an invaluable role in the future of agriculture in the State of Pennsylvania, and beyond. Many of the students who participate in the State's agriculture programs will go on to become influential Agricultural Leaders. In support of your efforts as a 4-H Leader, the State established the Pennsylvania Governor's School for the Agricultural Sciences (PGSAS) in 1986, a familiar fact for those of you already aware of PGSAS.

PGSAS is a five-week, intensive program for selected high school sophomores and juniors throughout the State. It provides a unique blend of hands-on learning in classes, field trips, research, and social opportunities. Together these opportunities provide students with a unique and exciting chance to explore the breadth of the agricultural sciences.

As a 4-H Leader, we encourage you to make an effort to share information about PGSAS with the outstanding sophomores and juniors you know. PGSAS is searching for those students who have demonstrated exceptional ability in the sciences and who have a strong interest in food, agriculture, and the natural resource sciences. You are in a great position to know who these students are and tell them about this opportunity.

This spring, 64 students will be chosen from across the state to participate in PGSAS 2008. To be one of the 64, the student's application must combine a strong academic transcript, strong teacher and counselor recommendations, and carefully written essays. The most difficult of the three is the essay section. If you are assisting students to complete their applications, encourage them to carefully write their essays. The essays play a significant role in selecting students. Essays must provide a sense of personal voice--that is, they should provide a clear sense of who the student is and evidence of a strong interest in the agricultural sciences. Additionally, like many things in life, it helps to be creative

PGSAS will be held from June 29 to August 2, 2008. The deadline for this year's applications is February 1, 2008. Applications will be available beginning in mid October through the students' high school counselor's office, your local extension office, or they can be downloaded from www.pgse.org.

Free DVDs are also available to show to interested students. If, in the months to come, you or your students have questions about the application procedure or would like a DVD or other information, please feel free to contact me, Ketja Lingenfelter, PGSAS Assistant Director at 814-863-3943 or ketja@psu.edu. Thank you!



THINGS TO DO

- ◆ Identify volunteers for the Fashion Revue Fundraising Committee by Nov 15th
- ◆ Identify volunteers to nominate for Salute to Excellence
- ◆ Nominate future 4-H State Council members by Nov. 2
- ◆ Develop a county mailing list for fund development





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State 4-H Leadership Conference

-by Dr. Jackie Bruce

We are excited to announce that registration will be opening for the State 4-H Leadership Conference in mid-October. Here are some important reminders to ensure a smooth registration and subsequently a smooth event.

We will be using the CVENT registration process this year, which is a switch for us, but an exciting one. Each county will be receiving registration information in their email in-boxes around mid-October, so be looking for that. Registration deadlines are as follows:

<p style="text-align: center;">Early October 15—December 1 General December 2—December 31 Late January 1—January 11</p>
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In order to make an effort to continue to grow the conference both in size and quality, the State Council has decided to offer an incentive discount (\$20.00) for every member who attended the Conference last year and 1) will attend again this year AND 2) **RECRUITS A FRIEND WHO HAS NEVER BEEN TO THE CONFERENCE** to come along with them! Every year, the Council Members and Advisors hear so many positive things from the delegates who attended the Conference and we tell those making those compliments to "be sure to tell a friend next time!" Now we're really giving them a reason to do just that! Information will be sent to the delegates who attended the Conference last year to make sure that they know about the incentive discount and all counties should publicize this! More details will be available closer to the registration period on how to cash in on this "Bring a Friend" discount.

A reminder for the Statewide Service Project; the State 4-H Council is diligently working to collect both silver coins and soda tabs for the "Check-Out the Silver" Statewide Service Project. All donations will be collected on Friday night of the conference. If you will not be attending the conference, you can still participate in the project by sending your donations early. Contact Jackie Bruce, jab743@psu.edu or Sam Nicola sdn110@psu.edu to find out how or send your donations with an attendee from a neighboring county.

Finally, a flier promoting the leadership conference *Groovin' Into Leadership* was sent to you via email on Friday September 21st. Please feel free to adapt that as necessary to meet your promotion needs.

We look forward to seeing you at *Groovin' Into Leadership*, February 15-17, 2007 at the Penn Stater Hotel & Conference Center.

State 4-H Council Applications

The Pennsylvania State 4-H Council is a group of young people ages 16-18 who are selected to represent their regions at the state level. Throughout their one year terms, State Council members attend 4-H events, lead workshops, share the 4-H story with government officials, and represent Pennsylvania 4-H when requested by Penn State faculty, staff and administration. In all, these young people are the face of Pennsylvania 4-H. Throughout the last four years, this group has met with Governor Ed Rendell, Lt. Governor Catherine Baker-Knoll, and a cadre of state and national legislators. Yearly highlights include the Pennsylvania Farm Show Governor's Dinner, the Pennsylvania State Association of Township Supervisors *Pennsylvania Preferred* Reception, and participation at Ag Progress Days, regional and local fairs, shows, and events. As you might imagine, it is a busy, but incredibly fulfilling year.

Applications were distributed to counties in August and selection results are due to University Park by Friday, November 2, 2007. Please remember that interviews are required this year, regardless of how many young people apply for the positions. If you have any questions regarding State Council or the selection process, or if the Council Advisors can be of any assistance to you as you proceed through the process, please contact Jackie Bruce jab743@psu.edu or Sam Nicola sdn110@psu.edu





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EDITOR'S PAGE

Christy E. Bartley

Christy Bartley
State 4-H Program Leader

In Consultation with
4-H Youth Development Faculty & Staff

PENNSSTATE



814-865-1688 FAX 814-863-4753

Cooperative Extension
Department of Agricultural
and Extension Education

323 Ag. Administration Building
The Pennsylvania State University
University Park, PA 16802-2601

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