

Marketing Action Committee Highlights

September 26, 2010

Alberta 4-H Centre



8 in attendance 2 on a conference call-4 absent

Information to report back to regional councils and partners

- Assistance will be provided to all regions from MAC for 4-H displays and promotional materials. Will be released and provided to regions at Leaders Conference , 2011- stay tuned for details.
- A one page 4-H Club information sheet was developed and will be included with 4-H club supply packages in the fall of 2010. This sheet is to assist clubs and leaders to properly orientate new members and families in their club. It outlines some key points to review with your 4-H club at the beginning of the year.
- Alberta 4-H on Facebook- Watch for it soon!
- Guiding Principles that MAC has set as priority for area of focus, engaging the family, social marketing, promotion, and time commitment. Materials, resources and information will be provide around the guiding principles.
- National 4-H Month- Show your 4-H Colors on November 3, 2010. This is an opportunity to wear your 4-H shirts, green, program shirts etc to school or to work. Tell your families and coworkers to show their 4-H pride on November 3.
- In National 4-H month the awkward 4-H photo contest with GREAT prizes will be launched by MAC. 4-H club, families and supporters are encouraged to watch for details in the club supply package and or visit www.4h.ab.ca for more details.
- Each region will be provided with a short presentation on the results of the market research that was completed in the spring of 2010. This will provide an insight on why MAC has chosen to focus on various principles.
- The Marketing Action Committee reviewed their terms of reference that outline the committees objective and membership. All regions are encouraged to set committee member terms. Also to provide feedback and suggestions for promoting Alberta 4-H to current and potential 4-H members are welcome through your regional representative.