

Marketing Action Committee

HIGHLIGHTS- Report to Regional 4-H Councils

February 26, 2011 Alberta 4-H Centre



In attendance: Dwayne Grover(Chair) EC, Aaron Madson-4-H Foundation of Alberta, Tim Church – 4-H Foundation of Alberta, Chris Patten-WC, Rebecca Joespb -NW, Susann Stone- AB 4-H Council, On conference call, Shari Smith- 4-H Branch, Leila Hickman-4-H Branch.

- **At Leaders Conference 2011-** Roll up banners and table cloth kits were dispersed to all regions for use to promote 4-H at 4-H and non 4-H functions. Clubs, districts or individuals can contact their regional specialist to book the display for an event. A photo and detailed explanation can be found in the 4-H resource section of www.4h.ab.ca
- A **one page 4-H Club orientation sheet** was sent out with all club supplies in the fall of 2010. MAC is looking for feedback on this form. Was it helpful, did your club use it, what changes would you make to the form?
- Reminder the Alberta 4-H **Facebook** site is up and running. Become a Fan and let all your 4-H friends know.
- **FUN IN 4-H Photo Contest-** Do you have a hilarious 4-H photo- past or present? Wanting to share the laughter it provides you? Visit www.4h.ab.ca for more details and the list of PRIZES!!!!
- **Want to attend the 2011 Calgary Stampede??** You can! ALL 4-H districts, clubs and/or individual 4-H members, throughout the province, can apply to participate or display 4-H livestock projects during the Calgary Stampede, July 12 – 17, 2011 at the **Youth and Agriculture in Action Showcase**. A 2 day commitment is required. As a participant you will be provided with a Calgary Stampede exhibitor pass, parking pass and shuttle during your participation. For more information visit www.4h.ab.ca events page. Deadline to apply is **April 1, 2011**.
- Has your **4-H Regional Council** ever considered having their own **marketing/promotions team/committee?** All regions are encouraged to have a brainstorming session on how to promote 4-H to new and current members and leader in their region. They can work with their regional MAC rep to share their ideas and present new ideas for Alberta 4-H. Regions are also encouraged to set their own budget for printed promotional materials such as flyers, information brochures, postcard. For more information contact your MAC region rep.
- **National 4-H Month November 2011.** Start thinking about what your club, district and or region can do in November to celebrate National 4-H Month. Recommendation that regions develop a committee to prepare for the month prior to the fall.

Next tentative MAC Meeting Dates – June 5, 2011, September 24, 2011