
Program Planning

In 4-H, the club goals, activities and meetings are all considered to be a part of the program. The 4-H club program tells what the club is doing and when. It should also include who is responsible for each part of the program.

When several people are involved, as in a 4-H club, the program should be planned to meet the needs of all those involved. Program planning helps:

- share responsibilities
- ensure a balanced program (business, education and recreation)
- give each member a specific job
- ensure ample preparation time
- avoid date conflicts
- provide for better communications

Six Steps to Program Planning

1. Form a planning committee. In small clubs, the entire membership can do the planning at a general meeting. In larger clubs a special program planning committee is formed.
2. Ask members, parents and leaders for ideas.
3. Make up the plan.
 - ◇ Review what was done last year. What did you do? What did you like about it? What didn't turn out so well? Some activities that were very successful can be done again, but generally avoid repeating activities year after year.
 - ◇ Identify club goals. Which activities will help reach the club goals? The primary goal of 4-H is the individual growth and development of each member and leader. Each club should have one goal statement per club year and several measurable and achievable short term goals.
 - ◇ Look at this year's club situation. How many members are there? How many boys? How many girls? Is there a wide age range among members? How many leaders are there? How far must members travel to meetings and each others homes?
 - ◇ Consider these other factors:
 - * Is there a clear balance of business (general meetings), education (project activities), communication training and recreation (fun!) every month?
 - * Which district and regional events will the club participate in?
 - * Does the plan provide worthwhile community participation?
4. Present the plan to the total membership for approval.
5. Carry out the plan.
 - ◇ Accept volunteers or assign people for the various tasks.
 - ◇ Make a copy of the completed plan available to each family and your local media.
6. Evaluate the club's program.



Starting a 4-H Multi Club

Many 4-H Clubs find that they have a few members interested in more than one project. This is easy to accommodate if your club becomes a multi-project (multi) club. A multi club has more than one project each project year.

One of the benefits of being a multi club is that you will offer more project options which in turn may increase your membership because more young people in your community may be interested in the additional projects. As well some young people like the opportunity to change projects. They may do one project for a year or two and then switch to another project for a few more years and then move on again. Having more than one project in a club gives members the opportunity to do this.

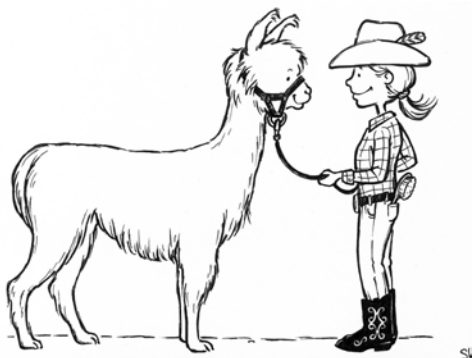
Multi clubs can also offer some challenges to the club leadership. Making sure that everyone is aware of the activities of the club can be challenging. It is a good idea to set up a program plan at the start of the year which indicates when all of the club events are going to be held. These would include club meetings and workshops for the whole club, such as communication training. Other club events might include social activities (Christmas party, bowling night, etc.), achievement day and fundraisers.

Some clubs start as a multi clubs and others become multi clubs after operating as a single project club for a few years. Either way is fine, but there are certain things to consider when making the decision to start a multi club. These include:

- Which projects will you offer? Consider the resources you have available – this can mean facilities, equipment and most importantly leaders and/or resource people. You should also consider which projects you have members interested in taking.
- How will your club handle finances? Some projects require more financial resources than others? What will you do about that?
 - ◊ Will you have a higher membership fee for those projects?
 - ◊ Will they be required to do more fundraising?
 - ◊ Will your club as a whole support all projects with the financial resources they need?
 - ◊ Will all the project work be done on a pay as you go basis?
 - ◊ This topic is one which needs to be looked and decided upon by the whole club.
 - ◊ Many clubs find it useful for their treasurer to use a double-entry bookkeeping system and as part of that system to have a column for each project to track expenses and income for each project. In some cases, each project has appointed an assistant treasurer who works with the club treasurer to make sure that all the income and expenses get recorded in their “project column”.
- Setting up your budget and looking at it when you are making the decision might be useful. Once you have made the decisions about the finances, write down the decisions and any procedures associated with them and distribute that information to the families in your club. Including this information in your club by-laws would be appropriate.
- When will your project meetings be? If you are changing from being a single project club to a multi project club having the project meetings after your business and recreational meetings may not be practical. If you have members in more than one project it's not possible for them to be at all the project meetings if they are held at the same time so you may need to look at other options. Encourage project groups to choose a night for their meetings (eg. second Tuesday of the month) and stick to that day.

- How many members can be in each project? This may vary depending on the project. Things to consider when determining the maximum numbers of members to accept in a project are the facility you have available and the number of members the leader comfortable working with at one time. It is important that you always provide a safe environment for members to work in. When thinking about a maximum number of members in each project you should also decide how you will limit members in a project. It is a good idea to include the way you make these decisions in your club by-laws.
- What sort of things will be discussed at the business meeting of the club? Remember that not all members are going to be fully engaged in discussions that focus on issues which are relevant to only one project area. Try to encourage project groups to have these discussions at their project meetings and bring forward anything which must be decided upon by the whole club. You may want each project to report at the business meeting about what they have been doing, or you may choose one or two projects to report at each meeting.
- What will your achievement day look like? Some clubs have one achievement day for the entire club and each project is put on display and given the opportunity to showcase their achievements. If members are in multiple projects this can make a very long and busy day for them. Other clubs have found that having a more than one achievement day works well for them. If you have more than one achievement day it's a good idea to encourage all the members to attend each achievement day. All the members will get an idea of what the other projects are doing and promotes club unity. Grouping projects together for achievement days can also be effective. If you have livestock and non-livestock projects, you may choose to have one day for each type of project.

These are a few things to consider as you start your multi project club. From observation, the key to running an effective multi club is to make sure that you keep the lines of communication open.



Communication Training

4-H Communication: Not Just Speakoffs

4-H Communication Activities

Speaking in front of a group is the number one fear of Canadian adults, but not for those who have been in the 4-H program. 4-H Alumni often list communication skills as one of the biggest assets they have gained from the 4-H program. Practicing communication activities in a club setting not only builds member's confidence, but also helps them to effectively convey their thoughts and opinions to others.

Taking Part in a Communication Activity is a 4-H Member Expectation

Communication is important, and in order to complete and get credit for their year, 4-H members must take part in a communications activity. For a communications activity to qualify, it must be:

1. Prepared by the member.
2. Presented in front of a 4-H group.
3. At least three minutes long.

Types of Communication Activities

Many people think that a communication activity is participating in public speaking or presentations competitions. Well, it might, but these are only a couple options. There are lots of others to choose from, including:

- Emceeing a 4-H function or activity.
- Giving formal introductions and thank yous to guest speakers.
- Presenting a report on club activities.
- Facilitating a project workshop.

These would also be a big help to the club leader!

Using activities other than speakoffs can be a way to "*kill two birds with one stone*". It's often difficult to include all of the required activities in your program plan on dates that work out for all your members. By encouraging flexibility in your plan, you can get more accomplished in less time. For example, some experienced members could give a project workshop that would not only fulfil their communication requirement, but also teach other members new project skills.

Communications is a Year Round Activity

Include communication training throughout the year. Having members make motions, stand to answer a creative roll call, or participate in group discussions will give members more confidence to speak in front of a group. These small steps will all add up to a more successful final activity, whatever each member chooses to do.

Be creative when planning ways to include communication activities in your club, this will keep your members interested and challenged, while making better use of your time!

Resources

There are many readily available materials to help you with your club's communication program. Make sure your club has copies of "Speaking Your Way to Success," "Communicating Effectively . . . the 4-H Way," and the "4-H Fun Pack".

If you are planning to hold a public speaking or presentations competition, you can obtain organizer's guidelines on our website www.4h.ab.ca.

Communication Training - Presentations and Speaking Competitions

Purpose of Competitions

- to provide a variety of opportunities for members to practice speaking skills
- for members to learn by observing other competitors
- to provide comments to speakers that help them develop their communication skills
- to help members build confidence and self-esteem through meeting a challenge
- to recognize achievement and growth in public speaking ability

Leaders' Responsibilities

- Ensure that communication training takes place in your club each month. You may want to recruit an assistant leader or senior member to handle this.
- Ensure that an organizing committee is selected to plan and be responsible for the event. You may want to serve on the committee, but do not have to.
- Discuss the rules for presentations and public speaking competitions with the members.
- Order the necessary materials and give them to the organizing committee, including the Organizer's Guide.
- Encourage the members to set personal goals and to evaluate themselves against their own past performances.

Guidelines

The most recent guidelines for both speaking and presentations competitions can be found in the Organizer's Kits or on the 4-H web site at www.4h.ab.ca.

All communication competitions now use the tri-level format:

Level	Ages
Junior	9-11
Intermediate	12-14
Senior	15+

Resources for Competitions

The club supply catalogue lists all the materials available for both speaking and presentations competitions. These include Organizers Guides, Judges Orientation Packages, score sheets, comment sheets, timer, teller and ranking sheets. Please order these with your supplies at the beginning of the year.

Giving Feedback to Members

At competitions, members will receive written comments from judges. At club activities, members should also receive feedback to help them develop their skills. Keep these points in mind when you give members feedback.

- **Attitude** – You want to point out the strong and weak points of this person's work and suggest ways to improve. You want to help this person grow.
- **Be timely.** Feedback is most useful when given right after the activity.
- **Be positive.** Speak in terms of potential for improvement, rather than failure or poor performance.
- **Be specific.** Describe actions, do not label. For example instead of saying, "*The report was boring*", identify the problems areas. Suggest alternatives to help the speaker.
- **Make sure members can use your feedback.** Can the member change his/her behaviour? Frustration is only increased when the member is reminded of something over which they have no control.
- **Be understood.** Use words and expressions that you both understand. Ask the member to rephrase the feedback he/she has received. This ensures that clear communication has taken place.

4-H Community Projects

Getting involved in the community has many benefits for 4-H members, families and the community. Members will develop an appreciation for the people and organizations in their community, while learning many new skills. The community will benefit from the efforts of the club and view the club as a strong contributor to the community. One of Alberta 4-H basic requirements for a member to receive credit for a club year is to complete a community service.

Community projects are not fundraising projects. The projects should be volunteer and include all members of your club. Projects can range from one event to a program that requires ongoing commitment. The important thing is that there is some benefit to your community.

Members, leaders and parents should all have an opportunity to submit ideas and decide what projects the club will be involved in. Try to choose something that is working with or for the community, will likely be successful and is fun for the members.

As with all projects, it is necessary to elect a chairman and committee members to work on the details associated with the project. They will need to gather information and prepare a plan of action. Be sure that the committee keeps the general membership involved, so that they will be fully supportive of the project. After the project is completed, a short evaluation should be done to determine if the project went as planned and the results were what both the community and the club wanted.

Here are some organizations that would welcome your help:

- Organize a non-perishable food drive to support a local food bank.
- Set up a bike safety presentation in your community.
- Collect and create personal care kits for a shelter.
- Set up a toy collection for a hospital.
- Clean up a park or roadway.
- Paint a mural for a community center.
- Organize a sporting event for younger players.
- Organize a blood donor clinic at a school.
- Host a Canada Day celebration.
- Organize a read-a-thon, walk-a-thon or a dance-a-thon to raise funds for a youth-related charity.
- Organize social events for the community, i.e. card or crokinole parties.
- Raise funds to have a “Welcome to the Community of . . .” sign.
- Make holiday wreaths for seniors’ homes.



4-H Community Projects

Ten Tips for a Successful Community Service Activity

Adapted from the University of New Hampshire "10 Steps toward Performing a Successful Community Service Learning Project: A Guide for 4-H Leaders" document.

1. Determine what is needed in your community or local area. Ask members and families, and ask other community groups or figureheads
2. Determine what types of activities your members have interest in and abilities to carry out.
 - ◇ Consider the size of your group and ages of members
 - ◇ Determine how much time your group would like to devote.
3. List all the activities that have been suggested.
4. Ask your group to discuss the possibilities and rank them in order of importance and interest. Vote to determine which activity you will complete!
5. After your group has decided, develop a plan. Your plan should include:
 - ◇ Exactly what will be done
 - ◇ A budget if needed (and how funding will be obtained)
 - ◇ Equipment or supplies needed
 - ◇ How many people are helping
 - ◇ Ways to inform the media (local newspapers, etc.)
6. Carry out activity as planned! Send thank you cards to anyone who may have volunteered extra time.
7. Record your group's efforts with photos, videotapes or written notes.
8. Allow group members time to discuss the successes of the activity and generate ideas for improvement. To help youth share, ask questions like "What did you do?", "What did you learn?"
9. Develop a summary report of your group's community involvement. Send this to the Alberta 4-H Magazine so you can be used as an inspiring example to other clubs!
10. KEEP IT FUN! Make memories that members will hold forever. And of course - learn to do by doing!

Visit www.volunteer.ca for tips on how to motivate a youth to volunteer!

"Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has."
Margaret Mead



4-H Club Fundraising

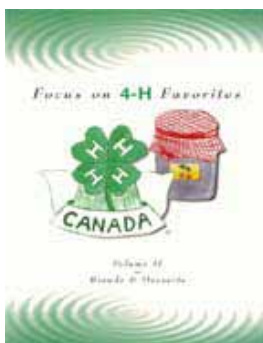
Fundraising requires a significant amount of work on the part of the club, but can be a good opportunity to teach planning, leadership and organization skills. You may want to set up a committee to look after the details of planning and executing the event.

Try to get members, leaders and parents involved in the fundraiser. Making the event fun encourages people to participate. Your club may want to provide food and refreshments for the workers during or after the fundraiser.

Fundraising ideas can be found in the 4-H magazine or at www.4h.ab.ca.

Tips for Planning a 4-H Fundraising Event

- The club should choose something that supports and involves everyone from your club. Try different fundraisers each year. Choose a variety of methods to give club members new experiences and the public full value for their money.
- Limit fundraising to the amount necessary to cover your expenses.
- Consider the interests and religious beliefs of the people in your district. Clubs must avoid any project in which there might be a question of legality or principle, such as unlicensed raffles.
- Review the fundraising activities of other groups in your area; especially youth groups, so you do not interfere with, or duplicate their efforts.
- Publicity is a key to success! Use local press, radio, and television to let your community know about your planned project.
- Do not ask for money, work for it! If possible, events should offer a service to the community, as well as raising money for your club.
- Follow up on the activity. Let supporters know you appreciated their contributions and how, when and where the money was spent. Give public recognition, through newspaper ads or thank you letters, to those who helped with the event.
- The fundraising committee should make a full financial report to the club. The club will evaluate the activity and make recommendations for next year.
- If using the 4-H logo in your fundraising initiatives, national 4-H logo protocols must be followed. See the Appendix for more information on proper usage.



Achievement Days

The achievement day is an important event in the 4-H club year. The goals of achievement day are:

- To give recognition to members and leaders for work accomplished.
- To evaluate member project work.
- To educate the public about 4-H.
- To give recognition to sponsors and others who have helped the club in a special way.

Achievement days are an ending point to the 4-H club year. Through planning for achievement day, members are able to use the leadership and decision-making skills that they have developed in the past year.

Philosophy of 4-H Achievement Days

Project work is not the end product of 4-H - it is the medium through which members develop personal and group skills. Keeping this point in mind when planning the achievement day. Some other aspects to remember:

- Every 4-H member needs to be noticed, to feel important, to win and to be praised.
- Competition is a natural human trait and should be used in 4-H work. However, it should not be the sole focus of the day. Continue to emphasize group processes such as cooperation and mutual respect.
- Learning how to do something is more important than doing it to perfection.
- Generally speaking, there is more than one good way to do almost anything.

Planning for Achievement Days

Early in the club year set the date for achievement day, so that project groups can plan appropriately. In a small club everyone can help plan. Larger clubs should appoint four to six people to an Achievement Day planning committee. Do this as soon as the date is set. The general leader should be included and members or leaders representing as many of the project groups as possible.

There are several elements that can be included in the Achievement Day program:

- Viewing of project work – displays, outdoors classes, special competitions.
- 4-H traditions – pledge, anthems, ceremony.
- Information and education – demonstrations or reports.
- Formal comments – by leaders, judges, special guests.
- Recognition – member achievement, leaders, other volunteers and sponsors. This may be done verbally or through presentation of mementos, pins, or certificates.

The number of activities selected will vary with the size of the club, number of projects, facilities available, age and experience of members and time available. Try to provide a balanced program and to keep the spotlight focused on the 4-H members. In the end, it is not the calf or the birdhouse, but the member that is the most important consideration.

continued . . .

Achievement Days

	General Leader	Project Leader	Committee	Total Club
Early in the Club Year				
Discuss purpose of achievement day with club members leaders and parents	✓			
Choose a suitable day				✓
Set project completion goals		✓		
Order achievement day materials from 4-H office	✓			
2-3 Months Before				
Select planning committee and sub-committees as needed				✓
Suggest judges				✓
Contact judges			✓	
Book facility	✓		✓	
Select EmCee			✓	
Decide on prizes and awards			✓	
Purchase additional recognition items			✓	
One Month Before				
Ensure members complete project work and record books		✓		
Send detailed information to judges (place, time, lunch arrangements, duties required)			✓	
Advertise			✓	
Help project groups plan their spots on the program		✓		
Finalize program agenda			✓	
One Week Before				
Confirm attendance of judges			✓	
Send record books to judges (if being judged ahead of time)		✓		
Photocopy programs			✓	
Check all details with committee	✓			
Rehearse program, if necessary			✓	
Review program with EmCee			✓	
Assign numbers to members for judging purposes		✓		
Achievement Day				
Decorate				✓
Arrange exhibits and record books for judging				✓
Greet judges	✓			
Inform judges about any members with special circumstances	✓	✓		
Judging of exhibits, project articles or animals takes place Member's judging classes take place	✓			
Give feedback to members from judges		✓		
Public program				✓
Cleanup				✓
Follow-up and evaluation			✓	