

Promotional Piece
Calhoun County 4-H Summer Day Camps T-shirt

Objectives:

1. Raise awareness of 4-H and summer day camps in Calhoun County.
2. Highlight opportunities for youth involvement in 4-H.
3. Promote ways for adults to engage in 4-H programming.

Target Audience:

This information was directed at youth ages 8-18 for summer day camps.

Current Population:

Currently, UF/IFAS Extension Calhoun County 4-H is reaching 922 youth members. These youth members represent 45% of the youth population in Calhoun County, FL. In Calhoun County, FL, there is a potential to reach approximately 2,060 youth within that age range, which is 15% of the county's population (U.S. Census Bureau QuickFacts, 2022).

Methods Used:

All volunteers and staff were asked to wear their 4-H Day Camp t-shirts during the camps to further increase visibility and awareness of 4-H.

- Wearing the t-shirts led to conversations with outside individuals who were previously unaware of 4-H programs available in the county or neighboring areas.

Impact Results:

As a result of this promotional piece, Calhoun County 4-H was afforded the opportunity to reach 186 youth throughout Summer 2023. 15% of these youth had not previously been enrolled in 4-H, or knew about 4-H. As a result of participation during summer camps and word of mouth from participants, Calhoun County 4-H club enrollment for the 2024-2025 increased by 7%.

Information on the role the applicant had in the entry:

As the publisher of this media presentation, I, Claire Davis, provided 100% of the effort to produce, implement, and evaluate this promotional piece.

Publisher's Requirements:

UF/IFAS Logos- UF/IFAS branding initiative is designed to market UF/IFAS statewide and support all faculty and staff's work. A consistent identity and unified presence make the UF/IFAS brand strong and recognizable and links us to the University of Florida.

Production Costs:

Printing costs- \$12. This included the t-shirt and printing of logos on front and back of shirt.



