SUGGESTED WAYS TO INCREASE 4-H MEMBERSHIP THROUGH "ALL REASONABLE EFFORTS"

**Newspapers** - includes countywide circulation and school newspapers. Don't forget what club, where it meets, date, and person to contact.

**Remember to include the following statement in the body of your newspaper write-ups:**

University of Maryland Extension programs are open to all citizens and will not discriminate against anyone because of race, age, sex, color, sexual orientation, physical or mental disability, religion, ancestry, or national origin, marital status, genetic information, or political affiliation, or gender identity and expression.

If you would like more information call (leader's phone number) in (area or town) or call the Anne Arundel County 4-H Office at 410-222-3900.

**ANNE ARUNDEL COUNTY NEWSPAPERS**

The Sun for Anne Arundel County  
8131 Ritchie Highway  
Pasadena, MD 21122-1017

Maryland Gazette Newspaper  
306 Crain Highway, S.E.  
Glen Burnie, MD 21061

The Capital Newspaper  
P.O. Box 911  
Annapolis, MD 21404

Maryland Pennysaver  
13442 Charwood Rd.  
Hanover, MD 21076

Remember, it is important to keep one copy of the original news release sent to the paper for the club files. Attach original news releases to form AA4-H4.

**Radio** - club members participate as radio announcers. Use AA statement in script. Attach a copy of script used. Interesting 4-H events, activities and personalities should be the basis of the radio report.

**Fliers on Club Events, Meetings, etc.** - developed to promote joining your local club or participating in a program or activity. Attach a copy of the flier and indicate how fliers were distributed. The 4-H Office can reproduce these fliers. Please give us 2 weeks notice.

**Community Newsletter** - includes announcements of club workshops and meetings advertised through local community newsletters. This could include recreation council, homeowners organization, civic club, community action council, chamber of commerce, etc. Attach copy.

**Posters in Community** - display posters announcing club meeting, program, and activities in public places such as laundromat, shopping centers, area businesses, churches, schools, doctor's office, public bulletin boards, grocery stores, day care centers, business bulletin boards, health department, etc. Attach copy of poster and list names of places posted. Be sure to include AA statement.

**School Announcements, Newsletters, Lunch Menus** - a great way to invite youth to attend a local club meeting or activity especially in the elementary school. Contact the local school principal. Keep a copy of the original announcement and a copy of what was printed. Many 4-Hers in middle school have also used morning announcements and in school cable TV to promote 4-H. Include copies of script.
Church Bulletins - includes neighboring and minority churches. Attach a copy of the church bulletin.

Written Invitations, Letters - written personal invitation or notes to individuals and families to come to a local 4-H meeting, activity or event. Follow-up on county 4-H club referrals by leaders. Attach copy of letter or invitation. Very important and effective means of recruiting 4-Hers and volunteers.

Personal contact and Phone Calls - invite a friend, who does not belong to 4-H by phone or conversation to a 4-H club meeting or activity. Follow-up calls to 4-H referrals made from county 4-H Office by leaders, junior leaders, parents, or club president. Be sure to record response. Members talking to classmates about 4-H club meeting and activities while waiting for the bus, in school, one-to-one conversation at school activity, etc. This could also include visiting a family in your neighborhood.

Talks to Community Groups - present a promotional program, demonstration or speech to local a PTA, community group, civic organization, area business, etc.

Joint Activities or Programs - such as picnic, tour, crafts program, with other such as recreational council, YMCA, Bible School, etc., that resulted in an integrated program.

Membership Drive and Promotion - program to reach minority groups. Invite a minority adult or youth to teach an educational program or new activity. Personal letters and invitation inviting them to participate in programs with local 4-H clubs. Floats, marching unit, flier distribution, can be included.

Displays on 4-H - develop a promotional exhibit for a Flea Market, carnival, parade, National 4-H Week, livestock sale, business window, hospital, community or school bulletin board, etc., to encourage families to join 4-H. Be sure the AA statement can be clearly read and a contact phone number for more information. This is an excellent club project.

Booths - this could be the booth the club has designed to exhibit at the county fair. Be sure the AA statement has been clearly displayed, phone number, and place to contact for more information.

Minority Adult Participation - invite an adult to give an educational program, teach a new activity, or serve as a judge at a 4-H program. Adults sharing their 4-H experiences with other adults at civic organizations, church groups, place of employment, etc., to encourage participation in 4-H (one-to-one invitation to an individual).

Public Meeting Place - alternate meeting sites to include public places such as churches, recreational halls, libraries, town halls, school, park, etc.

Other Efforts - includes any other promotional efforts tried to recruit youth and adults to join 4-H. Be sure to indicate what, when and where. Attach pictures of efforts or any other documentation, which explains what your clip did and the results.

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