

# 4-H Outreach Methods Documentation

## Summary Report of All Reasonable Efforts Outreach (July 1 to June 30) Due by September 15

The U.S. Department of Agriculture (USDA) requires that 4-H membership reflects the race, ethnicity, and gender composition of California's counties. The goal is to reach parity between 4-H membership and the county youth population. Parity is achieved when 4-H membership is within 80% of the racial, ethnic, and gender demographics of a county's population. Annually, USDA requires 4-H clubs, 4-H camps, and other 4-H units that recruit and enroll 4-H youth and adult volunteers to conduct *all reasonable efforts* to invite youth and families to participate. To satisfy USDA civil rights compliance, all 4-H clubs and units must use at least three (3) of the four (4) outreach methods described below during the program year from July 1 to June 30, submit these materials to their local 4-H office, and submit a summary report of their efforts annually by September 15.

## Outreach Methods

1. **Personal visits and interactions:** Personal visits and live interactions to invite youth and adults to participate in 4-H, informing them of dates and times of program activities and specific invitations for them to attend and participate. (e.g., face-to-face, phone calls, text messages, direct messages, social media messages/chats).
  2. **Personal letters or emails:** Personal letters or emails to invite youth and adults to participate in 4-H, informing them of dates and times of program activities and specific invitations for them to attend and participate. Letters may be in hardcopy or electronic format.
  3. **Promotional materials:** Promotional material to invite potential clientele to participate in programs. Examples include newsletters, posters, and flyers distributed in a "mass mailing" type of process. May be in hardcopy or electronic format. (Does not include communications to existing members, such as a 4-H club newsletter.)
  4. **Mass media:** Mass media to invite youth and adults to participate in 4-H. Examples include press releases, public service announcements, radio and/or television appearances, social media, and other web-based avenues. May be in electronic and print outlets.
- **Other:** Other efforts to recruit new youth and adults to 4-H, including: providing materials to community and school groups; membership drive or promotional programs (e.g., festivals, fairs, displays); adult volunteer recruitment; meeting places selected to encourage participation. *These other effort methods are not federally approved for civil rights compliance but can be helpful in demonstrating a good faith effort.*

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*All reasonable efforts refers **ONLY** to efforts made to reach youth and families **not already involved in 4-H**. Do not include examples of interactions, letters, materials, or mass media with 4-H enrolled participants.*

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## Responsibilities

1. **Outreach:** Club Leaders, Camp Directors, Unit Leaders, and Community Education Specialists (CES) conduct outreach using at least three of four methods. Submit paper or digital copies of materials to the CES to be stored for three years (e.g., flyers, brochures, posters, sign-in sheets, social media ads, newspaper copies, emails, radio ads).
2. **Submit:** Club Leaders, Camp Directors, other Unit Leaders, and CES complete the California 4-H Outreach Methods Documentation survey at <https://forms.gle/VHi7DPShdVLeGWAAA> by September 15.
3. **Confirm:** The 4-H Regional Program Coordinator (or CES supervisor) works with 4-H Community Education Specialists to ensure all 4-H clubs, camps, and units complete the survey.
4. **Review:** The UC ANR Office of Diversity & Inclusion reviews information to ensure appropriate documentation.

**Notes:** (1) Print or digital copies of source materials must be retained for three (3) years as they may be required by USDA for a review or audit; (2) 4-H Youth Development Advisors report outreach activities directly to ANR Project Board; (3) for more information please reference the [4-H Policy Manual Chapter 3 Section X](#).

## Print Template: 4-H Outreach Methods Documentation Form

Summarize and describe your efforts to recruit new members and adult volunteers from your community, including under-represented racial and ethnic groups. Submit the source materials to your UC County 4-H Office.

Program Year			
County			
4-H Club, Camp, or Unit Name			
Name (of person completing this form)			
Email (of person completing this form)			
Role (of person completing this form)			
<b>Accessibility</b> - Is the place your 4-H unit meets wheelchair accessible? If so, do your 4-H promotional materials include the <a href="#">accessibility icon</a> ?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> I don't know <input type="checkbox"/> Not applicable		
<b>Non-Discrimination Statement</b> - Do your 4-H promotional materials include the <a href="#">"single page flyers" UC ANR non-discrimination statement</a> ?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> I don't know <input type="checkbox"/> Not applicable		
<b>Method</b>	<b>Description and summary</b>		
	<i>Combine and lump information. For example, if a 4-H club uses 6 personal interactions to increase enrollment, don't itemize each separate interaction, just report "6 personal interactions". Although not required, if you used multiple interactions with a specific intention (perhaps at key points in the program year), it could be helpful to add a description or extra details to illustrate the extent of your efforts.</i>		
1. Personal visits or interactions			
2. Personal letters or emails			
3. Promotional materials (e.g., newsletters, posters, flyers, announcements)			
4. Mass media (e.g., radio, tv, newspaper, internet)			
5. Other			