



4-H Outreach Methods PLANNER

Due by September 27th with Beginning of Year packet

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.

Outreach Methods explanation

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.*

*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.*

Responsibilities

1. **Outreach:** Club Leaders are to conduct outreach using at least three of four methods. Plan on submitting paper or digital copies of materials to the 4-H office 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 and CES complete the California 4-H Outreach Methods **Documentation** (End of Year) survey at <https://forms.gle/VHi7DPShdVLeGWAAA> by July 15th, 2025.
3. **Confirm:** The 4-H Regional Program Coordinator works with 4-H Community Education Program Representatives ensures all clubs have submitted their PLANS for the Beginning of Year.
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](#).

4-H Outreach Methods PLANNER Form

Summarize and describe your **PLANNED** efforts to recruit new members and adult volunteers from your community, including under-represented racial and ethnic groups. Turn in with Beginning of Year packet 9/27/24.

Program Year	
4-H Club	
Will you turn in all marketing material with a 4-H clover to the officer for approval?	<input type="checkbox"/> Yes
Accessibility - Is the place your 4-H unit meets wheelchair accessible?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> I don't know
Non-Discrimination Statement - Do your 4-H promotional materials include the "single page flyers" UC ANR non-discrimination statement?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> I don't know
Methods	Description and summary <i>Write in ideas that the officers and the club could complete during the year. Keep a copy of everything that is done because you MUST submit with end of year report.</i>
1. Personal visits or interactions about 4-H – write where, approximate date, and possible names.	
2. Personal letters or emails – write possible names, agencies or businesses, and approximate date of year	
3. Promotional materials such as newsletters, posters, flyers, announcements - write what it would be about and where they would go	
4. Mass media radio, tv, newspaper, social media – write which one you may use and the approximate dates	
5. Banner and signs with contact info- write in where these would be hung and when	
Other – Back to school night, Farmers market, Community event, town parade, other youth group - write down where the club may <u>actively</u> solicit new families	