

## Fact Sheets

Section:	Document Number:
Communications Resources	5.15
Subject:	



Communication is a key ingredient in the successful administration of 4-H Ontario. To this end, there are numerous resources and marketing materials available to staff, volunteers and members that have been created to promote the 4-H Ontario program to many audiences. These resources include:

**4-H Ontario Membership Brochure:** A four-panel bilingual colour brochure intended for general information and membership recruitment.

**4-H Ontario Poster:** A full-colour recruitment poster, "Step into the World of 4-H", with a blank area for local information.

**4-H Ontario "Leadership In Action" Magazine:** Produced four times a year, this full-colour magazine is filled with 4-H related stories, news and profiles. It is mailed to all 'Heads of Households', sponsors and alumni.

**4-H Ontario PowerPoint CD:** A PowerPoint slideshow entitled "What is 4-H?" designed for use at events, fairs or other opportunities.

**4-H Ontario Bookmarks:** Colour bookmarks with 4-H information for membership and marketing opportunities.

**4-H Ontario Displays:** Portable display units and/or full-colour artwork boards are available for malls, tradeshows, and other community events.

**4-H Ontario Website:** Our most popular communications vehicle, this website is updated regularly. Go to [www.4-hontario.ca](http://www.4-hontario.ca). The site contains clipart, forms, factsheets and events.

**4-H Ontario Annual Report:** This booklet contains key information on the activities, opportunities, and statistics related to 4-H Ontario.

**4-H Ontario Opportunities Guide:** A key information piece which outlines events, camps, scholarships and other provincial, national, and international opportunities for members and volunteers.

**4-H Family Guide:** An introductory booklet designed to provide an overview of the 4-H Ontario program.

**4-H Ontario Brand Toolkit:** A wealth of information containing direction on the use of the 4-H logo, motto and pledge, "catch phrases", condensed copyright laws, key messages, organization chart, etc.

**4-H Ontario Media Kit:** Need help approaching the media? This kit includes tips on writing news releases, ideas and outlines for publicizing your events.

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