



Camp Advertising and Communication

WHY IT MATTERS

Advertising your camp in a variety of locations help you reach a wide audience. It's important that 4-H and MSUE are reaching out to diverse audiences and encouraging them to attend programs.

Clear communication with parents, volunteers, and the local community will help ensure that your campers and their families have a good experience with 4-H and at their event.

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Advertising

A well written advertisement is crucial to communicating the details about your 4-H Cloverbud Camp.

- » Be sure to include detailed information about the camp or give instructions on how someone who is interested can get more information.
- » Consider using: print, radio, television, and social media.
- » Think about people or partners in the local community that can help spread the word

Social Media

Social media is another way you can promote your 4-H Cloverbud Camp. If your local 4-H program has social media accounts consider posting information on them and asking others to share the information to help get the word out.

Flyers

Registration flyers should be accessible in many different locations and formats.

- » Consider posting flyers on the local 4-H website and having hard copies at the local MSU Extension office that are available to the public.
- » Take the flyer and registration materials to community meetings, local partners and businesses and other opportunities.
- » Don't forget to include the dates, cost, where to find registration information, MSU Extension logo, 4-H logo, indicia, and accessibility statement on your flyer.



GOOD TO KNOW

- ⇒ Check out the sample advertising and communication materials located on Sharepoint.
- ⇒ If you are using social media, remember to keep messages short and include links to more detailed information and registration.
- ⇒ 4-H Cloverbud Camps can be a great way to communicate what 4-H is doing to local elected officials. Tell the story through brief summaries and pictures or invite them to attend a portion of the day.
- ⇒ Consider using 4-H Cloverbud Camp as a way to recruit new 4-H members and volunteers.

Registration

Collecting participant information ahead of time will help with planning, logistics, risk management and accessibility issues. Only collect information that you will use and that is necessary. It's easiest to have a registration form that collects all information. Items that should be considered include:

- » Personal information: name, address, age, shirt size, who is going to be dropping off youth and who is allowed to pick up youth, etc.
- » Medical information: emergency contact, allergies (general or food related), medications required, special needs, accommodations being requested or needed, etc.
- » MSUE/4-H information: ES237 information, 4-H enrollment information, general consents (field trips, photo release, medical emergencies and treatment), etc.

Communicating with Parents

Communication with parents is essential for a 4-H Cloverbud Camp. Consider these suggestions.

- » A letter reminding parents about drop off and pick up times as well as contact information for who to call if they have questions. This should include the schedule for each day of the camp
- » Reminders via take home letters, emails or texts if there are any special items campers should bring with them
- » Reminders via take home letters, emails, texts or phone calls if there are schedule changes
- » Phone calls for any emergency or something out of the ordinary

Communicating with Volunteers

Communication with volunteers is essential for a 4-H Cloverbud Camp. Consider these suggestions.

- » A letter reminding volunteers of all important information. This should include the detailed schedule for each day.
- » Reminders via text, phone calls or emails of any changes or updates or special instructions.

