

Somerset County 4-H Association
310 Milltown Road
Bridgewater, NJ 08807

Non-Profit Org
U.S. POSTAGE
Hillsborough, N.J.
Permit No. 332

Current Resident or

Dated Material



NEW INFORMATION - Your 2019
**4-H YEARBOOK & FAIR SPONSORSHIP
SALES INFORMATION**

Booster Sale ends May 31st
Sponsorship Sale ends July 1st

To be included in the yearbook, please send club photos to:
YearbookPhotos@somersetcounty4h.org

NEW FOR 2019 - MUST READ!

SOMERSET
COUNTY **4-H**  **YEARBOOK**
& **FAIR SPONSORSHIP**

IMPORTANT 4-H MESSAGE!

GOOD NEWS - The 4-H yearbook will now be online and in color (with the option to print)! Your family, friends and clubs can purchase booster messages.

We have **EXCITING NEW PROCEDURES** that will provide more ways for kids to earn rewards, better exposure for advertisers, and an easier way to raise funds for the Fair. All members, parents, leaders and volunteers are encouraged to participate.

The **Yearbook & Catalog will become a 4-H YEARBOOK only**, focusing solely on the members, leaders and activities of our program. Booster Messages in support of individual 4-H'ers and/or Clubs will be accepted. (**See attached Yearbook Boosters Packet.**)

No longer will there be business advertisements in the Yearbook. But...don't let that stop you from asking businesses to support 4-H! We have a **new 2019 4-H Sponsorship Brochure**. With many **new opportunities for businesses** such as an electronic display at the Fair, logos on T-shirts, and food tent banners. (**See attached Sponsorship Packet.**)

What about awards? Don't worry...Prizes will be given for the **sum of your sales of boosters AND sponsorships**. Be sure to get out there and sell both!

BOOSTERS + SPONSORSHIPS = FREE FAIR

Thank you in advance for your cooperation and continued support of the Somerset County 4-H Program.

SOMERSET COUNTY 4-H YEARBOOK & FAIR SPONSORSHIP

What is the 4-H Yearbook?

- It is a memory book of the events of the past 4-H year for 4-H families published prior to the Somerset County 4-H Fair.
- Supporters buy Booster Messages to help support the Fair, the 4-H Center and the 4-H Program.
- You will be able to print for free or purchase from an on-line vendor.

What are 4-H Fair Sponsorships?

- These range from Bronze, Silver and Gold donors to banners, signs and other exciting opportunities for businesses to receive recognition for their contributions.
- Names of donors will be displayed on an electronic sign at the Fair, listed on or linked to the 4-H website and displayed in high traffic areas of the Fair.

Why should YOU sell Boosters & Sponsorships?

- **Sales help the Association pay the expenses for the Somerset County 4-H Fair** — tents, awards, buses, etc. Everyone can help support the Fair by selling boosters and sponsorships.
The Fair is a FREE family event for all.
- Sales also help the Association pay building expenses for the 4-H Center, where many of our 4-H Clubs conduct monthly meetings and hold county-wide 4-H events without charge.

How do you sell Boosters and Sponsorships?

- Spring Break is an ideal time to sell.
- Always have an adult with you if you sell door to door or to people you do not know.
- Ask your friends and family members to take out a Booster — print neatly or submit electronically!
- Carry sponsorship forms (available at the 4-H Center or online) in the car so you have them wherever you go. Ask businesses to be a 4-H Fair Sponsor!
- Set your personal sales goal; see which businesses have already sponsored at <https://somerset4h.arantius.com/>
- If you have Sponsorship questions or wish to track your progress, please contact the Chairperson at Sponsorship4H@gmail.com.

Wow! Prizes for Sales

T-Shirt Award

Every 4-H member or volunteer with \$100 or more in sales receives a T-shirt with the Fair artwork.

Wear your T-shirt the first day of the Fair. This lets everyone know whom to thank for working hard to raise money to support the Fair!

Club Sales

Every club that sells \$500 or more will receive 10% of their total sales for their club treasury and will be recognized in the Yearbook.

Individual Total Sales

For every \$300 in sales, 4-H members will get \$25 in rewards. The first \$25 you receive will be in FAIR FOOD COUPONS! Amounts above \$25 will be paid in gift cards. And top-selling 4-H members also will be recognized in the Yearbook.

Family Totals

The two top sales families will receive \$50 in 4-H Fair Food Coupons.

Remember...

- As soon as you receive your packets, visit or call the representatives from the ads you sold last year to talk about sponsorship opportunities.
- Use a separate sponsorship form for each business and a separate booster form for each yearbook booster (one member/one club per form).
- Electronic copy may be emailed to:

Sponsorships: Sponsorship4H@gmail.com

Boosters: YearbookPhotos@somersetcounty4h.org

- Set a sales goal, have fun, and be proud that you are helping to support the Fair, the 4-H Center and your club!

Where to submit sales?

Please turn in boosters and sponsorships as soon as you receive them. Drop off at the 4-H Office weekdays from 8:30 a.m. – 4:30 p.m. or to the 4-H Building Manager, evenings from 7:00 – 8:30 p.m.

Booster Deadline: May 31st
Sponsorship Deadline: July 1st

NEW FOR 2019!!!!

SOMERSET COUNTY 4-H YEARBOOK

Raising Funds to Support the 4-H Youth Development Program

4-H YEARBOOK BOOSTERS ORDER FORM

Supporter _____ Phone _____

Address _____ Email _____

Name of 4-H Salesperson (one name per form) _____ Phone _____

Name of 4-H Club (one club per form) _____ Sale Date _____

**Use paper clips to attach check and Yearbook Message copy to order form.
Correct payment in full must accompany this form. No exceptions.**

Return to 4-H Sales Person, the 4-H Office or mail your order form and check payable to:

SOMERSET COUNTY 4-H ASSOCIATION
c/o Yearbook Committee
310 Milltown Rd., Bridgewater, NJ 08807

To give sales credit to the appropriate 4-H'er, please return this form by **MAY 31, 2019.**

INFORMATION:

The 4-H Yearbook features pages of photos and text about the youth and adults involved in the 4-H Program. Messages from supporters of this program will be included in a special section. **No business ads will be included.**

New for 2019 - Ads from local businesses will **no longer be included in a special Buyers' Guide section.** There are still many ways to support the Fair and be recognized! Please refer to the **2019 4-H Fair Sponsorship Order Form.**

Sales of booster messages, sponsorships and 4-H Fair exhibit spaces help support the 4-H Fair, which is non-profit and free to the community.

PLEASE NOTE:

All messages must be paid before they can be placed in the electronic Yearbook.

Messages are accepted subject to approval of the Somerset County 4-H Association.

Contact the Yearbook Committee at YearbookPhotos@somersetcounty4h.org for help with this form or to submit artwork.

BOOSTER SIZE:

- 1/8 page (Text Only) \$25
- 1/4 page \$50
- 1/2 page \$100
- Full page \$200

BOOSTER MESSAGE:

Duplicate as needed



Are you a 4-H Family?



Please read this important info about Yearbook Boosters and Fair Sponsors

4-H Leaders should:

- Explain to club members how important this is and encourage them to sell.
- Encourage families to support this cause by purchasing, as well as selling.
- Explain how and where to sell and help the members through this process.
- Have the members design a Yearbook Booster promoting their club.
- Get clarifying information from the 4-H Office or a 4-H Association committee member.
- Have members plan something to do with the money the club earns.
Set a goal!

4-H Parents should:

- Use this as a time to teach responsibility and explain how important it is for everyone to do their share.
- Point out how glad your family is that they can be involved in the 4-H Program, meet at the 4-H Center and participate in the Fair; all for free.
- Explain how they can earn money for themselves. Help them set a goal!
- Take your children to businesses that are likely to buy sponsorships and help them contact family and friends to buy Yearbook Boosters.
- Purchase a family Yearbook Booster and encourage your employer to purchase a Fair Sponsorship.
- Please remember to visit the list of Fair Sponsors on the 4-H website and use their services. We should all support the businesses that support 4-H.

4-H Members should:

- Write and remember a little speech about what 4-H means to you and why your family and friends or businesses should support 4-H.
- Sell Yearbook Boosters to your family and friends.
- Visit businesses and ask them to buy a Fair Sponsorship (take an adult with you).
- Help design your club's Yearbook Booster.
- Buy Yearbook Boosters to congratulate your 4-H friends or help your club to remember important moments from the last year.

NEW FOR 2019

Get Your Club involved in the SOMERSET COUNTY 4-H YEARBOOK

All members will be invited to come to the 4-H Center to work on the Yearbook! The beginning of the book will depict the many annual County 4-H Events and Awards. The next part of the book will feature the clubs, and every club will be invited to create their own page. The last section will be Family and Friends Boosters. section will be Family and Friends Boosters.

This is an opportunity to learn more about how to publish a yearbook and have the experience of working with a professional graphic designer. Becky Moore will guide each club as you create your own page, using your own photographs. Mellissa Smutko will work with clubs to incorporate your designs into Boosters. (Watch the weekly email for dates in April and May!)

If your club does not wish to participate in this process, you may still submit club photos and a page will be designed for you. However, if no photos are submitted, your club roster will be listed in the book, but not include pictures of faces and activities.

When the book is complete, it will go on-line at a yearbook website. From there, families may download and print at home or purchase a bound book from this website. A portion of the proceeds from this purchase will return to the Somerset County 4-H Association.

The book will be much more environmentally friendly, will cost much less to print, and will be in FULL COLOR!!

The members of the long-standing 4-H Association “Yearbook and Catalog” Committee are excited about the change to simply a “4-H Yearbook” in color with the capability to incorporate the ideas of each club!

The 4-H Fair Sponsorship Committee is trusting that the income from sponsorships will be equal to or greater than, that from ads. If everyone sells sponsorships this IS possible!

We are pleased to give each member an opportunity to participate in the 2019 4-H Yearbook design and earn money for the 4-H Program, their clubs and themselves by selling Yearbook Boosters and Fair Sponsorships!