Alameda
And
Contra
Costa

4-H Event Handbook

University of California
Agriculture and Natural Resources
4-H Youth Development Program

Welcome

Thank you for stepping up to create a sensational event. A successful event begins six months before the actual time. The following guide is outlined to assist you, the Adult Advisor, the Youth Chair and the committee, with a working sequence of timelines.

However, we may have missed a step and if you notice something, please contact the 4-H Office with further suggestions for refining this booklet toward future years.

TIME TO PLAN

Steps to planning a successful event

- SET THE GOALS AND OBJECTIVES
- AUDIENCE IDENTIFICATION
- PLAN THE PROGRAM
- DIVIDE RESPONSIBILITIES
- FACILITY ACQUISITION
- THE BUDGET
- GET YOUR PRESENTERS
- AWARDS AND RECOGNITION
- PLAN TO BUILD ENTHUSIASM
- EVALUATE

Important for all Events!

All paperwork must be reviewed by the County 4-H Staff whether or not a signature is required. All events must be logged at http://ucanr.edu/4hlog

- If there is fundraising, fill out the Form 8.7 prior to fundraising activity
- Obtain Temporary Food Permit from County Environmental Health Service if selling food to the public
- Complete a Form 8.4 - Budget for the event
- Never sign any paperwork from an outside organization. Attach any paperwork in the event log at http://ucanr.edu/4hlog.

4-H Staff/Office CAN HELP

The 4-H Staff is here to help YOU. The 4-H Resource Center includes

- Curriculum
- Activity Ideas
- Meeting rooms
- Event supplies
- Copy machine
- Poster printer
- Laminator

Step 1. Set the Goals and Objectives

All events have goal(s). By identifying the goal(s) and desired result(s) of an event as the very first order of business, it will be far easier to plan throughout. Take the extra time to define and write out what is the goal(s) of this event? Why is it worth all of the time and effort of the committee?

Then list the objective(s). The more specific the objective, the better your chance for success. Begin by answering:

- What will be different?
- By how many?
- By when?
- Is the objective achievable?

Practice setting a few goals and objectives before your meeting. Here is a sample to get you started:

Sample Goal: To hold a leadership training

Sample Objective: To plan and lead a one-day leadership conference in the spring of next year.

TARGET
BUDGETING
COORDINATING
EVENT MANAGEMENT
CREATION
SCHEDULING
MARKETING
LOGISTICS
SECURITY
LOCATION

TIPS:

- Goals are your target result(s)
- Objective(s) are the measurable activities to reach each goal

Step 2. Audience Identification

Identify the audience and then structure the event to meet the needs of that audience. Begin by answering the following questions:

- Who is going to be in the audience at your event?
- What is the age range, skill level, attention span and so on?
- How many people are anticipated to attend?
- What possible accommodations, if any, does your audience need?

TIP: 4-H has deep roots in local communities. Consider WHO are the people in your community and include them as part of your audience. Then report your efforts as part of the 4-H affirmative action requirements.

Step 3. Plan the program

Draft a program by considering following:

The BIG Event
What's the plan?

Theme

- Come up with a theme that is related to your goal(s) and objective(s)

Activities

- What do we want to have happen?
- What activities have been requested? Like games, speakers, workshops?
- Are there challenges from previous years?

Techniques / Modes

- Workshops/Lectures
- Panel Discussions
- Displays
- Buzz Groups
- Group Games
- Entertainment

Time schedule

- Create a time schedule for the day of the event
- If needed, do the same for day before and after the event
- Are there consecutive /concurrent sessions?
- Plan for free time and breaks - they do not just happen

Room(s)

- How many rooms are needed?
- How many people can fit in the room?
- Room plan/seating (Assembly, Theater Style, Circle/Arena)

Equipment/Supplies

- Create a list of items needed for each activity
- What supplies do are needed for registration?
    - 4-H Staff can help you create an online registration survey
- What meal(s) need to planned for?

Step 4. Divide Responsibilities

A good team will share the workload. The Youth Chair along with the Adult Advisor will need to know the status of the entire event. Monthly reports are expected at the 4-H community club and/or the 4-H County Club Council (CCC) Meetings.

YOUR ASSIGNMENT

Step 5. Facility Acquisition

Now that a drafted program exists, locating a facility will be easier because the dates, time schedule, number of rooms, and other needs of the event are known. Once a facility is located and the date is available, contact the 4-H Office Staff. The staff will need a blank copy along with the information needed to complete the facility use agreement. Log all information at http://ucanr.edu/4hlog

Never sign documents for a facility for a 4-H Event. They must be reviewed by 4-H Staff and then signed by the County Director.

Step 6. The Budget

Now determine the cost of your event and the funding sources:

- Figure out expenses. Will presenters need to be paid? Equipment and supplies bought? Cost to use the facility?
- Borrow equipment and asked for donations to cover expenses. Borrow equipment from the 4-H office. If suitable, use the county office facility?
- Use Form 8.4 to help you set the budget.
- Create a write-up and determine funding.

Tip: Most 4-H Clubs or your local 4-H CCC has set aside funds for club or countywide events. All you need is to present and ask!

Step 7. Get Your Presenters

Start immediately to acquire speaker or presenters for all identified activities. Define expectations clearly, in writing, to all speakers or session leaders after verbal contact.

Step 8. Awards and Recognition

Awards are a part of many events. Plan and discuss with committee. Will this event use ribbons, pins, certificates, door prizes? Note, raffles are not allowed in the 4-H Program.

Order all awards and recognition supplies early. Certificates need time to insert the name of recipient, if using pins or ribbons check current 4-H office supply.

Obtain evaluators. Evaluators should represent expertise in the field and should be obtained from all segments represented at the event.

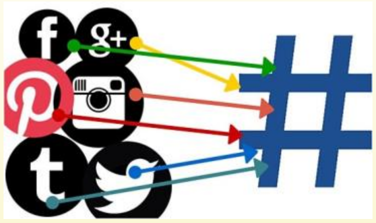
Provide evaluating criteria and forms to the evaluators prior to the event. All new evaluation sheets need to be reviewed by the 4-H staff and Leaders' Council.

Plan the ceremony where awards will be presented. The master of ceremonies may be the County Ambassadors

Step 9. Plan to build enthusiasm

Get the word out! Don't assume that people will come because it is a 4-H event. The committee has to "sell the event" to the 4-H community.

Suggestions: Social Media, Notices with positive visuals, games, letters, emails, decorations, interesting graphics on the registration form, newsletter article, announcements at 4-H meetings



Step 10. Evaluate

All events should plan to evaluate themselves. Have the form in advance and distribute to all participants. Committee members should plan on an evaluation meeting to go over the evaluations and discuss what went well and what could be improved. The group can then generate a club or County Council committee report.

Remember to return any borrowed equipment and thank them.

Useful Links

Step 1 and Step 7:
Not applicable

Step 2:
Tip - Outreach Documentation Methods - http://4h.ucanr.edu/files/218924.pdf

Step 3:
Activity/Event Planning Checklist -
https://www.extension.iastate.edu/4hfiles/Volunteers/Spring2010RM4HActivityEventPlanningChecklistIL.pdf

Step 4:
Committee Chair Report - //ucanr.edu/sites/contracosta4h/files/304933.pdf

Step 5:
Facility Use Survey – http://ucanr.edu/4-h facility use survey

Form 8.7 Fundraising Approval – http://4h.ucanr.edu/files/19878.pdf (Submit to County 4-H Office and receive approval prior to fundraising)

Step 6:
Form 8.4 Budget – http://4h.ucanr.edu/files/23117.pdf (Submit to County Council Treasurer before event and actual budget after event)

Step 8:
Achievement and Recognition - http://4h.ucanr.edu/Resources/Member_Resources/Awards/

4-H Curriculum and Supplies – https://shop4-h.org/?rfsn=963201.706a63 (Use this link and 5% of your purchase will be returned to California 4-H!)

Event and Custom pins – http://allactionawards.com/ContactUs/

Hats/Collars/Ties – http://4hsupplies-com.3dcartstores.com

Remember to check with the 4-H Office supply before ordering

Step 9:
Branding Toolkit - http://4h.ucanr.edu/Resources/Branding_Toolkit/ (Get approval from the County 4-H office before using the 4-H name or logo)

Step 10:
Event Evaluation Form – http://ucanr.edu/eventevaluationform
Committee Report – **http://ucanr.edu/committeechairreport**

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