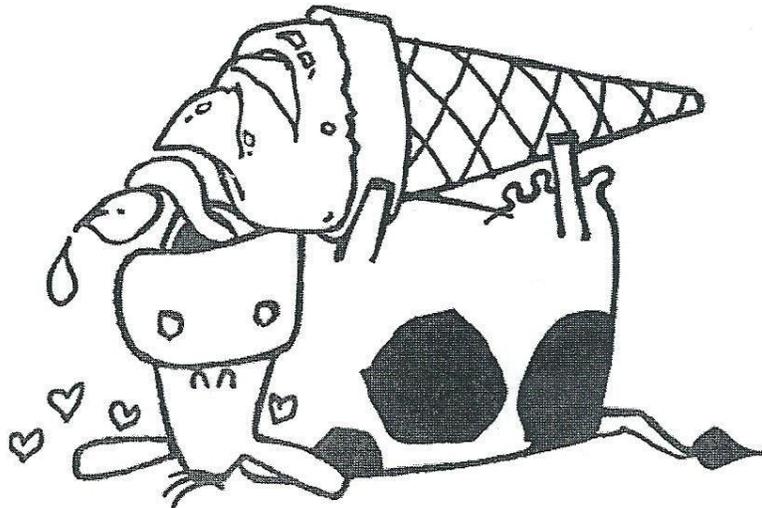




# Dodge County 4-H Dairy Promotion Contest Information



# **DODGE COUNTY 4-H DAIRY PROMOTION CONTEST**

***Our objective is to educate adults/children about the nutritional value of dairy products and to give the community facts about dairy farming and related dairy industries. The goal of these programs has been to increase sales of dairy products and to enhance the image of area farmers and related dairy industries.***

Every 4-H Club in Dodge County is invited to participate in the Dodge County Dairy Promotion Contest. Any club can participate, regardless if they have or do not have a dairy leader or group. You are to report on only **ONE** dairy promotion activity that your club has participated in. You may do more than one dairy promotion activity for your club, but please submit only **ONE** activity to be judged. Complete the enclosed report for a chance to win funds for your club.

There are two requirements to be eligible: 1) At least one club member must attend the Dairy Promotion session at Family Learning Day 2) a minimum of 20% of the club members must help at the Dairy brunch in June. If both of these are not met, we reserve the right to disqualify the report.

The completed Dairy Promotion Report will be due at the UW-Extension office on the same day the Record books are due. We have also provided you with a copy of the new scoring sheet that will be used to evaluate your reports. Any reports that are incomplete can be disqualified at the discretion of the Dairy Promotion Committee. The Dairy Promotion forms can be downloaded on the UW-Extension website. The Dairy Promotion Activity

The awards for the top reports are as follows:

1<sup>st</sup> Place \$40  
2<sup>nd</sup> Place \$30  
Most Innovative Idea \$20

Any club can win the 1<sup>st</sup> or 2<sup>nd</sup> placings AND the Most Innovative Activity award.

If you have any questions or need assistance, please feel free to contact the following:

Tracy Malterer  
Dodge County 4-H Program Support  
(920) 386-3790

Brenda Conley  
Dodge County Dairy Ambassador  
(920)625-3691

Thank you for promoting dairy in Dodge County!

# 4-H DODGE COUNTY DAIRY PROMOTION CONTEST SCORESHEET

\_\_\_\_\_  
CLUB NAME

\_\_\_\_\_  
DAIRY PROMOTION ACTIVITY

Judging Criteria	Possible Points	Points Earned	Comments
Did the club work as a team and utilize a community facility/resource?	<b>20</b>		
Did the club effectively promote dairy?	<b>40</b>		
Financial Documentation (IE financial statements, receipts, etc)	<b>15</b>		
Documentation (IE newspaper clippings, photos, supporting materials, social media, etc)	<b>15</b>		
Neat & Well Organized Report (Preferred to be filled out by a 4-H member, not the leader)	<b>10</b>		
<b>TOTAL POINTS</b>	<b>100</b>		
<b>Innovative Idea *Bonus Points*</b>	<b>15</b>		

Did a club member attend the Dairy Promotion Family Learning Day Session?   Yes   No

Did 20% or more of your club members help at the Dairy Brunch?   Yes   No

COMMENTS: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**DODGE COUNTY DAIRY PROMOTION MISSION STATEMENT:**

*The main focus of the organization has been to educate adults/children about the nutritional value of dairy products and to give the community the facts about dairy farming and related dairy industries.*

*The goal of these programs has been to increase sales of dairy products and to enhance the image of area farmers and related industries.*

**YEAR 2018**

**DAIRY PROMOTION COMMITTEE/4-H REQUEST FORM**

**4-H CLUB:** \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Telephone: \_\_\_\_\_

1. Describe the type of promotions that you plan to carry out in 2017 with the money received from the Dodge County Dairy Promotion Committee & WI Women for Agriculture-Rock River Chapter (*include OBJECTIVES for each activity, when/where it might take place, and any other ideas you can share*):

<u>TYPE OF ACTIVITY/PROMOTION</u>	<u>TIME FRAME</u>	<u>OBJECTIVE</u>
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If you complete this form, return it by **April 20, 2018** and attend a session on Dairy Promotion at Family Learning Day, you will receive money from the Dairy Promotion Committee and WWA-Rock River Chapter to carry out your promotion activities in 2018.

Due **April 20, 2018** to: 4-H Office, 127 E Oak Street, Juneau, WI 53039

**4-H CLUB  
BEST DAIRY PROMOTION ACTIVITY  
REPORT FORM**

**CLUB NAME:** \_\_\_\_\_

**COUNTY:** \_\_\_\_\_

**ADULT LEADER (DAIRY PROMOTION):**

**NAME:** \_\_\_\_\_

**STREET ADDRESS:** \_\_\_\_\_

**CITY/STATE/ZIP:** \_\_\_\_\_

**PHONE: ( )** \_\_\_\_\_

**E-Mail:** \_\_\_\_\_

**YOUTH LEADERS:**

**NAME:** \_\_\_\_\_

**STREET ADDRESS:** \_\_\_\_\_

**CITY/STATE/ZIP:** \_\_\_\_\_

**PHONE: ( )** \_\_\_\_\_

**NAME:** \_\_\_\_\_

**STREET ADDRESS:** \_\_\_\_\_

**CITY/STATE/ZIP:** \_\_\_\_\_

**PHONE: ( )** \_\_\_\_\_

**Report prepared by:** \_\_\_\_\_

**PHONE: ( )** \_\_\_\_\_

**E-Mail:** \_\_\_\_\_

**Other committee members:** \_\_\_\_\_

**Name of promotion**

**Brief description of promotion:** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**Purpose of promotion (What did you hope to accomplish?):** \_\_\_\_\_

\_\_\_\_\_

**Date and time of promotion:** \_\_\_\_\_

**Place held:** \_\_\_\_\_

**Who (outside of your club) helped with the promotion:** \_\_\_\_\_

\_\_\_\_\_

**Results of promotion (What did you accomplish? i.e.: Number of coupons redeemed, etc.):**

\_\_\_\_\_

\_\_\_\_\_

**Est. number of people reached:** \_\_\_\_\_ **Budget for activity (optional): \$** \_\_\_\_\_

**Media coverage (include clippings or tapes if possible):** \_\_\_\_\_

\_\_\_\_\_

**Do you feel this promotion was successful? Why?** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Please return with your Dairy Promotion Report to the  
4-H Office by **September 18, 2018**

Club Name \_\_\_\_\_

# Dairy Promotion Committee Financial Report

**DODGE COUNTY DAIRY PROMOTION MISSION STATEMENT:**

*The main focus of the organization has been to educate adults/children about the nutritional value of dairy products and to give the community the facts about dairy farming and related dairy industries.  
The goal of these programs has been to increase sales of dairy products and to enhance the image of area farmers and related industries.*

Explain how YOUR club used the money to support this mission statement:

**Financial Statement:**

Total Money Received:	\$ _____
Money Club Contributed:	\$ _____
TOTAL:	\$ _____

How was the money spent [*Please itemize and submit receipts!*]:  
(Receipts are necessary as it may affect future funding.)

Education	\$ _____
Dairy Products	\$ _____
Promotional Materials	\$ _____
Other Materials (catalog items, other)	\$ _____
Total Spent	\$ _____

Signed \_\_\_\_\_ Date: \_\_\_\_\_  
*General Leader*

**Return by September 18, 2018 (with your Dairy Promotion Report) to 4-H Office.**