18 U.S.C. 707

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 1 club member must attend a Dairy Promotion session at Family Learning Day – NOT APPLICABLE IN 2021;
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 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 Extension website.

The awards for the top reports are as follows:

1St Place $40
2Nd Place $30
Most Innovative Idea $20

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

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

Extension Dodge County
Dodge County 4-H
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?	**20**		
Did the club effectively promote dairy?	**40**		
Financial Documentation (IE financial statements, receipts, etc)	**15**		
Documentation (IE newspaper clippings, photos, supporting materials, social media, etc)	**15**		
Neat & Well Organized Report (Preferred to be filled out by a 4-H member, not the leader)	**10**		
TOTAL POINTS	**100**		
Innovative Idea *Bonus Points*	**15**		

~~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 2021
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 2021 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):*

TYPE OF ACTIVITY/PROMOTION	TIME FRAME	OBJECTIVE

If you complete this form, return it by **June 1, 2021** 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 2021.

Due **JUNE 1, 2021** to: Dodge County 4-H, 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 3, 2021**

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 3, 2021 (with your Dairy Promotion Report) to Dodge County 4-H.