



# Charting a Greener Path Fall 2010 Volunteer Training Marketing Resources

## Marketing resources found in this document

- County Newsletter Article
- Pre-Training Volunteer Invitation
- Pre-Training External News Release
- Post-Training Press Release (participant photographs encouraged)

## County Newsletter Article

### *4-H Volunteer Training*

Change is in the air and our fall 4-H volunteer training is no exception! The plan for the fall 2010 4-H volunteer training includes adult volunteers teaming up with youth leaders to learn about the new 4-H publication and project material delivery system. Club volunteers are asked to bring at least one youth member from their club to the training with them. County 4-H Youth Coordinators across Iowa are partnering with Regional Youth Program Specialists to deliver a hands-on training to these youth/adult teams. The trainees will turn into trainers as the club team of youth and adults take what they have learned back to their club meetings to help members and families quickly and easily learn how to access and utilize resources for their projects.

This training is part of the statewide 4-H volunteer training and will be held on (date) \_\_\_\_\_, from (time) \_\_\_\_\_ at (location) \_\_\_\_\_.

A benefit of participating in the face-to-face volunteer training is the interaction and sharing. If you are not able to attend the training, contact the Extension office to learn more about participating through other training options.

Please register by contacting the \_\_\_\_\_ County Extension Office by (date).

## Pre-Training Volunteer Invitation

Dear \_\_\_\_\_,

We are excited to invite you to our next 4-H volunteer training. It will be held:

Date \_\_\_\_\_ Time \_\_\_\_\_

Location \_\_\_\_\_

Volunteers and youth leaders from across the state will be meeting in their respective counties to gain knowledge and skills on how to utilize the new 4-H publication system and share what they have learned with club members.

Join us for a fun and exciting evening of learning. You can register by contacting the \_\_\_\_\_ County Extension Office on or before (date).

Yours in 4-H, (County Staff)

## Pre-Training External News Release

For Immediate Release \_\_\_\_\_, 2010      Contact: \_\_\_\_\_

### ***4-H – Charting a Greener Path***

4-H provides youth the opportunity to reach their full potential by working and learning in partnership with caring adults. 4-H volunteers and youth leaders will gather on \_\_\_\_\_ (date)\_\_\_\_, \_\_\_\_ (time)\_\_\_\_, at \_\_\_\_\_ (location)\_\_\_\_\_ to strengthen their knowledge and skills that will help 4-H members be successful in exploring over 30 different project areas. This experience is part of the Iowa State University Extension 4-H Youth Development training for certified volunteers in \_\_\_\_\_ County.

ISU Extension 4-H volunteers are the backbone of our youth-serving organization. Effective volunteers provide the experiences and positive relationships that enable 4-H youth to gain the skills they need to be successful now and in the future.

The statewide training goal is to prepare volunteers who work with young people in non-formal educational settings to be more effective in promoting positive youth development through the 4-H experience.

*(optional statement)* Participants can register by contacting the \_\_\_\_\_ County Extension Office by (date).

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## Post – Training External News Release

For Immediate Release \_\_\_\_\_, 2010 Contact: \_\_\_\_\_

### *Local 4-H Volunteers Complete Statewide Training*

Iowa State University Extension's 4-H volunteers and youth from \_\_\_\_\_ (county) strengthened their knowledge and skills to help guide club members in exploring over 30 different project areas as a part of a statewide training process that's linking research with best practices for youth programs. Volunteers in partnership with a youth leader from their club developed a plan to share information about the new project material system with their entire club.

4-H is Charting a Greener Path and streamlined access to 4-H project materials. 4-H members can now access their project materials 24/7 via the Iowa State University Extension 4-H website <http://www.extension.iastate.edu/4h/projects> Members can retrieve information about project areas they are currently enrolled in or explore other areas that might be of interest. Non- 4-H members are encouraged to explore the many project areas offered through 4-H and contact the \_\_\_\_\_ County Extension office to locate a club to visit.

This statewide initiative is part of the ongoing ISU Extension 4-H Youth Development training for certified volunteers. Iowa State University provides liability coverage for trained 4-H volunteers when conducting official 4-H activities. 4-H volunteers completing the training include: *(List names and communities of attendees)*

ISU Extension 4-H volunteers are the backbone of our youth-serving organization. Effective volunteers provide the experiences and positive relationships that enable 4-H youth to gain the skills they need to be successful now and in the future.

To find out more about the ISU Extension \_\_\_\_\_ (name) County 4-H program contact:  
*(list contact people and information here)*

## External News POST-Release

Picture caption suggestions:

Item #1

Some \_\_\_ (number)\_\_\_\_\_ local 4-H volunteers strengthened their knowledge and skills to help youth learn through the new project materials system. Completing the training were \_\_\_\_\_(list of names)\_\_\_\_\_. To learn more about 4-H contact your county extension office at \_\_\_\_\_(phone number/web address)\_\_\_\_\_.

Item #2-

ISU Extension \_\_\_ (county)\_\_\_\_\_ 4-H volunteers are a part of a statewide training initiative preparing over 1,500 volunteers who work with young people in non-formal educational settings to be more effective in promoting positive youth development through the 4-H experience. Completing the training were \_\_\_\_\_(list of names)\_\_\_\_\_. To learn more about 4-H contact your county extension office at \_\_\_\_\_(phone number/web address)\_\_\_\_\_.

## Thank You Completion Certificate

- You may choose to provide a certificate to acknowledge participation in the Training. A template is provided to support you in this form of recognition. See the on-line resources for the link to get the certificate template.