1, 2, 3 of Marketing Your 4-H Project

Preparing to sell your animal(s) or dairy products at the auction is an important part of your 4-H project. It helps you learn sales, marketing and community relations skills. Have fun with it! Be a great representative of yourself, your family, your club and Wayne County 4-H.

Before the Fair

Create a list of businesses and/or individuals to invite
- 4-H project related: where do you buy feed and supplies, equipment, veterinarian.
- Invite your dentist, doctor, banker, where you purchase your vehicles, insurance rep. – local businesses that you and your family spend money with.
- Identify leading businesses in our community to visit and personally invite – construction companies, auto dealers, corporations and more!

Write a personal letter inviting the business to the 4-H auction
- Your letter should be 2-3 paragraphs.
- Hand written letters are best!
- Explain your 4-H project – how you cared for, fed and prepared your animal(s) for fair.
- Share what you like about 4-H and the fair.
- Thank businesses for being a part of our community and mention specifics if your family works with them (i.e. we buy our feed from your store, we shop at your location).
- Include a picture of you and your animal (can be taken in your yard, put on clean, nice jeans, present yourself and your animal at their best).
- Include the day and time your animal sells.

Hand deliver letters to potential buyers (Approximately 3 weeks before fair)
- Plan ahead what you will say when inviting buyers. Practice with your parents.
- Ask for the business owner. Introduce yourself with a firm handshake.
- Make eye contact, be confident and smile!
- Share your name, 4-H Club, and invite them to the Wayne County Jr. Fair livestock auction. Talk about the animal(s) you are exhibiting and selling.
- Ask if they have any questions about the auction (if a new buyer – share the information brochure)
- Thank them for supporting Wayne County 4-H!

At the Auction

Present yourself and your animal (if applicable) with pride.

Personally thank your buyer for supporting you and 4-H.
- Have family member listen closely for the buyer’s name and watch where they are seated so you can personally thank them at the sale.
- A sincere thank you and handshake is GREAT!
- Buyers prefer you do not give them baked goods or other gifts at the fair as many are attending the auction all day or other activities at the fair.

After the Auction

- Write a personal thank you note to the buyer! Include details about your 4-H experiences.
- Thank you letters must be addressed, stamped and submitted to the Extension office starting the week following the fair and are due within one week of the auction.
- Market livestock checks are mailed to youth approx. 4-6 weeks after the fair. You MUST turn in your thank you notes to the Extension Office in order to receive your market livestock check.