

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.

1

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!

2

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.

3

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.

