

## Club Activity Plan for Promoting 4-H with *Badger State Buddies*

The 2014 Wisconsin 4-H Centennial offers clubs a unique opportunity to promote 4-H. Consider using *Badger State Buddies*, a newly released children's book, as a marketing tool. 4-H members will see themselves in the story welcoming new members, developing skills, and becoming leaders. To those not yet involved in 4-H, the book introduces the activities and benefits of 4-H.

### Suggestions for working with a public library or a school library:

- Purchase copies of the book and donate them.
  - Check with your library for the process to donate a book or put up a display.
  - Let readers know the book is available by downloading and printing the promotional poster to display in the library. Poster is available at <http://fonddulac.uwex.edu/bsb/>
  - When donating or giving the book, add the name of your 4-H club inside, along with contact information for your county's University of Wisconsin-Extension office.
- Create a 4-H promotional display at school, a community center, or the public library. Use *Badger State Buddies* as a tool to build curiosity. Display ideas:
  - Put up postcards (or print photos from a tourism web site) of places named such as the Ice Age museum in Kenosha and Hearthstone in Appleton.
  - Display biographies on real people mentioned in the book such as Caddie Woodlawn, Walter J. Kohler, and astronaut Zeke Slayton.
  - Club members might draw their own pictures to illustrate something in the book and put those in the display.
  - Because of the centennial, include 4-H photos from different eras.
  - Consider a focus on ethnic populations in Wisconsin.
  - Consider a focus on technology. Include a radio, typewriter, and rotary phone.
  - Exhibit a state map and mark the places named in the book (example below).

What did Hana do at the festivals in Wausau?



How does Lucy's mom visit another country... outside La Crosse?



Why does Jacob ride a bike inside a house in Appleton?

Did Roberto really see a woolly mammoth here?

### **Suggestions for promoting 4-H with the book, beyond libraries:**

- Your 4-H club might visit schools and talk to students about 4-H. Refer to characters in the book and talk about how they relate to members in your club. Leave a copy of the book for students to read.
- 4-H clubs may purchase copies of the book for each family and participate in the statewide read during October. Members can discuss the book at club meetings by using the Digging Deeper questions at the back of the book.
- Clubs or county programs may use the book as a recognition item for elementary school 4-H members.
- Make 4-H alumni aware of the book and encourage them to purchase this one-of-a-kind book for their child or grandchild. It will open an opportunity for family conversation about 4-H, history, and Wisconsin. (The boys in the story are 4<sup>th</sup> graders who have to make a project about state history.)
- Encourage giving the book as a gift for birthdays and other special occasions.
- Give a book report at school:
  - Share what you discovered about Wisconsin from reading *Badger State Buddies*.
  - Describe the main characters and what happened in the book.
  - Describe the most interesting part of the book.
  - Encourage others to read the book and find out many aspects of 4-H.
- Get the word out:
  - Share the poster on your Facebook page.
  - Post on social media photos of displays, book presentations, club conversations and classroom visits.
  - Send a press release and photos to your local news media.

**Visit the Badger State Buddies webpage <http://fonddulac.uwex.edu/bsb/> for resources**

- Color poster, 8.5x11" to display in a classroom or library, with space to add club contact info
- Promotional flier
- Free bookmarks for publicity
- *Badger State Buddies* order form
- Author's Notes
- October is "Wisconsin 4-H Reads" Month
- Press release for you to use
- Meet the author and illustrator
- Share your impact