

Clay County 4-H Youth Fair

Fair Ad Sales

What: 4-H Fair Ads are printed in the Clay County 4-H Fair Book. The Fair Book provides detailed information on the 4-H Fair, the schedule of events, and the rules and regulations for exhibiting in each project area. Fair Ad sales help to cover the cost of the Clay County 4-H Fair, including facility rent, printing the 4-H Fair Book, ribbons, and premium point money.

Who: There are two ways you can sell ads: (1) Ask a business to purchase an ad to promote their company in the Clay County 4-H Fair Book. (2) Ask parents, grandparents, family or friends to purchase a Clay County 4-H Fair Ad to wish you “good luck” at the fair.

If you have seniors in your club who sold fair ads, make sure that you pass those contacts on to younger 4-Hers.

When: Clay County 4-H Fair Book Ad sales begin October 1st and end February 1st.

Where: Clay County 4-H Fair Book Ads are turned into the Clay County Extension Center.

Why: This is your way to promote 4-H! Talk to business people in the community while practicing your public speaking and sales skills. Another great reward for selling Fair Ads is to reduce the cost of trips you plan to attend by selling \$40 - \$240 in Ad sales. Reduced costs are listed on the Cost/Share for Trips Sheet.

4-H Fair Ad Sales Script

Tips:

- Remember to wait until the business person is not with a customer and is free to speak.
- Smile, speak confidently, and look at the business person as you speak to them.
- Supplies: pen, scissors, sales ad-sheet, 4-H booster sign, a fair book to show sample ads.

Script Sample:

Hi! My name is _____ and I am a member of the _____ 4-H Club. I am selling Clay County 4-H Fair Ads to help support the Clay County 4-H Program. I have learned so many new skills participating in the 4-H Program. I am currently enrolled in _____, _____, and _____ Projects. Would you like to advertise your business in the Clay County 4-H Fair Book to show your support 4-H Programs and Events throughout the whole year?