



TEXAS A&M  
**AGRILIFE**  
EXTENSION

# 1 <sup>TEXAS 4-H</sup> Day



18 USC 707  
October 7, 2017

## Planning Guide and Information Packet

The members of Texas A&M AgriLife will provide equal opportunities in programs and activities, education, and employment to all persons regardless of race, color, sex, religion, national origin, age, disability, genetic information, veteran status, sexual orientation or gender identity and will strive to achieve full and equal employment opportunity throughout Texas A&M AgriLife.



## The Purpose of One Day 4-H

Texas 4-H members have always been proud of the communities they call home. Whether they live in cities, towns, or rural areas, 4-H'ers make their communities better year-round, but they couldn't do it without help. One Day 4-H was created in 2009 as a way for all 4-H members to say "thank you" to their communities, counties, and state for all the support they have provided to 4-H for over 110 years.

Now in its 9th year, One Day 4-H will be held on October 7, 2017, in every county across Texas. 4-H members, adult volunteers, and friends will help improve their communities by adopting a service project. These projects can be done as individuals or as an entire county 4-H program. No matter what project they choose, this is one day to make a difference!

## Our Goal

The goal of One Day 4-H is to encourage 4-H members in every Texas county to take one Saturday in October to make a big impact on a big state. Each 4-H club or county program will choose how best to ignite the spirit of service as we help improve Texas in hundreds of ways, from border to border.

## Making It Your One Day

One Day 4-H is your day! You can work independently, as a group, or side by side with adults to serve your community. You can recruit non-4-H members to join in, or partner with another youth group. Your service project can be as small as mowing a neighbor's lawn or as large as designing an innovative new community service project that will extend well beyond one day. Whatever your project is, it is your day to make a lasting, positive impression.

**NOTE:** The One Day 4-H Information Packet provides explanations and ideas for organizing, implementing, and reporting your One Day 4-H experience. Because One Day 4-H is an annual event, we encourage you to begin expanding on programs you might have started in previous years as you gain recognition, funding, and support for this event in your community. Remember that every act of service is a step in the right direction and a huge success!



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## Who Can Participate

One Day 4-H is open to everyone in the community: 4-H and non-4-H members, their parents, club leaders, and volunteers. It is one day for everyone to serve the community together. Depending on how big your service project is, you could even invite church groups, school groups, and other youth groups, such as Boy Scouts and Girl Scouts, to join you.

What a great way to recruit new members to Texas 4-H! Through one day of service, youth in your community can see what 4-H does, how it serves others, and how much fun you have when everyone works together. Make your One Day special for someone else by extending an invitation!

## Ideas for Your One Day 4-H Project

One Day 4-H can be any service project that makes a difference in your community and/or county. It can be as simple as mowing a lawn or cleaning up a yard for someone who is elderly or disabled, cleaning a house or doing simple painting or repairs, picking up trash in a Texas Department of Transportation Adopt-a-Highway area, or collecting food for your local food bank. In past years, One Day 4-H'ers have also made care packages for seniors, the military, and other special groups; held recycling days; planted trees, shrubs, or flowers to beautify the community; assisted with blood drives; held educational events; and raised money to help support other organizations, such as the Juvenile Diabetes Research Foundation and wildlife relief groups. They have also developed their own unique projects, such as mentoring kids with disabilities to help them show animals at a youth livestock show, and cleaning up the grounds at the Cadillac Ranch in Amarillo (followed by painting 4-H clovers on the Cadillacs).

If your 4-H club or county 4-H program already has an annual community service project that is scheduled for another date, see if you can do the project on October 10. You don't need to create something brand new. One Day 4-H just gives you a chance to be part of what could be the largest youth community service activity ever held on one day by 4-H in America. It's the ultimate social network!

## Organizations That Could Help

You might contact one or more of the following organizations or groups about working together on a service project (this list will vary depending on your community and county, and many will have others not listed here).

- County Commissioners
- Courts
- Lion's clubs
- Master Gardeners
- Kiwanis clubs
- Garden clubs
- Chambers of commerce
- School districts
- Texas Department of Transportation
- Park and recreation departments
- After-school programs
- Homeless shelters
- Missions
- Churches
- Other youth organizations

## Determining What's Needed in the Community

Whether you live in a small community or the largest city, every community has a need for some kind of assistance. If you can't readily identify a need or project, call your County Extension Agent. He or she can help you with contacting one of the many organizations and/or agencies that Texas A&M AgriLife Extension collaborates with in the county. Between your Extension Agent and the other organizations or agencies, you will be able to identify a need that fits your group.

You can also advertise your services to the community and have residents submit a job request. From these request, a certain number of tasks are selected for 4-H members and adults to work on that day. What determines your decision to accept a particular job request is based on your community or county and the number of youth who will be involved in the service projects.

This approach is adapted from community service initiatives conducted by different colleges and universities. It has gained momentum over the past decade as a way to identify and select worthy community service projects.

NOTE: With any One Day 4-H event, an adult (parent, volunteer, club manager, or leader) must be involved to assess risk to participants, supervise, and assist where needed. No group should engage in a service project that poses risk for any person or property. All equipment used in a service project must be used according to manufacturer guidelines and only used by age-appropriate individuals who have been trained in the correct use of the equipment.

All adults who are working independently with youth must be screened through the Texas A&M AgriLife Extension Service's Youth Protection Standards Program.



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## Signing Up for One Day 4-H

The Texas 4-H Youth Development Program wants you to have a successful One Day 4-H project. That's why we need all individuals and groups to register your project by September 23, 2016, through the One Day 4-H website.

By registering, you will have a chance for one of the awards and prizes being given for outstanding service projects across Texas. We can also order your size in a One Day 4-H T-shirt, so you can have it in time for the event. Registration will also allow AgriLife Extension to feature your project in video and/or photographs.

Please register at [texas4-h.tamu.edu/events/oneday/](http://texas4-h.tamu.edu/events/oneday/)

## Reporting Your Experiences

Would you like to say that you were part of the greatest youth service project in Texas? If you think you were, tell us about it!

The person (youth or adult) who registered the must also report the activities and accomplishments of the service project after the event concludes. You will find a reporting link on the One Day 4-H website to record the number of people involved, the number of people reached, demographical information, and some narratives to complete on the significance of the event.

Information reported in the system will be compiled and distributed to all County Extension offices, highlighting the day's success. It will also be used to interpret to key elected officials across Texas what our program is doing to better our state.

In order to report to all our counties, reports must be filed by **October 31, 2017.**

## Planning Guide

### Activity: One Day 4-H Community Service Project – October 7, 2017

Job to Be Done	Date to Be Accomplished	Who Is Responsible	Date Completed	Remarks
Identify an adult and a youth 4-H member to serve as service project coordinators.	Third week in August			
Organize a committee to identify and plan service project.	Last week in August			
Identify service project or release applications to others in community for submission of possible projects.	First week in September			
Meet with committee to develop implementation plan.	First week in September			
Secure donations/ supplies, if needed, for service project.	Month of September			
Promote service project to 4-H Club members.	August and September			
Encourage 4-H members to recruit or invite non-4-H members to join the project.	August, September, October			
Deadline for receiving Job Request Forms from community	September 1, 2017			
If using Job Request Form for selection process, select projects to work with.	September 8, 2017			
Confirm all 4-H members and adults volunteering to assist with service project.	September Club Meeting			
Register your service project on One Day 4-H website.	No later than September 22, 2017			
Send Media Advisory Release to local media outlets.	Two weeks prior to event			
Confirm service project with site/personnel to ensure all plans are finalized.	One week prior to event			
Conduct event.	October 7, 2017			
Report results and participation numbers.	No later than October 31, 2017			
Write and mail thank-you notes to those assisting in the success of the event.	No later than October 31, 2017			



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## Getting the Word Out about One Day 4-H

### Public Service Announcement Talking Points

Use these talking points to record ads for your local radio stations. If possible, have a 4-H'er do the recording, since a young voice will stand out from the rest of the chatter on the radio. Or, if you know a well-known local person who is a former 4-H member, ask him or her to record the PSA.

- Texas 4-H is the state's oldest youth organization. For more than 100 years, it has received many different kinds of support from Texas communities, for programs that help build better kids and create tomorrow's leaders. In 2009, Texas 4-H decided to set aside one day each fall to give back to our communities, as a way of saying thanks for all your support! Now in its sixth year, this special day is called "One Day 4-H." It has become the nation's largest organized day of community service by 4-H.
- This year, One Day 4-H is on October 8. All over the state, 4-H clubs, adult volunteers, and friends will conduct community service projects to say thanks for the many years of support we have received from parents, neighbors, volunteers, and local businesses and organizations. And you don't have to be a 4-H member to help out — we love volunteers of all ages!
- The Texas A&M AgriLife Extension Service 4-H office in [XXXXX] County would like to hear your ideas for what could be done to improve our communities. This could mean helping a person or family in need make minor home repairs or do yard work; raising money for a charity; cleaning up streets, parks, or highways; planting trees or gardens; or any number of other projects. Most of our One Day projects will be done in one day by volunteer crews that will include 4-H members and friends, adult leaders, and other adult and youth groups. Please submit a job request to your County Extension Office by September 2, 2016.
- From 2009 through 2015, a total of 91,041 4-H members, their friends, and adult volunteers have been involved in One Day 4-H. They completed 1,147 service projects and contributed almost 435,000 hours of volunteer service. Using Independent Sector's estimated value of volunteer time, that's over \$9 million worth of volunteer hours!

## **Social Media**

Begin promoting your One Day 4-H project on Twitter as soon as you have it confirmed, using #OneDay4H. Post often to the Texas 4-H Facebook page — [Facebook.com/texas4h/](https://www.facebook.com/texas4h/) — and to your local 4-H Facebook page, and add photos on the day of your event.

## **News Media Guidelines**

Want to get your local news media involved in telling about your One Day 4-H event? Here are some ideas:

News operations are as different as the people who staff them, so there is no single approach that works best. Check first for advice from someone such as your County Extension Agent, who works regularly with local reporters and knows from experience who to talk with and what approach might be best.

## **News Release**

Decide how you want the local media involved in telling your story. Do you want their help in putting the word out to encourage people with project ideas to contact you? If so, write a brief news release. Type the release on one page and send it directly to the person you've identified who handles news such as yours. At the top of the page, always include a date and headline as well as contact info in case the reporter needs more details. Your opening paragraph should get to the main point in a single sentence. Follow up with supporting details (answering the who, what, when, where, and why questions) and end with what you want the reader to do.

See page 8 for a sample news release. Please develop your own local story, using quotes and information from those involved.



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# SAMPLE

## News Release

August 25, 2017

County's 4-H members planning big "thank-you" to community

Contact: Jim Green, 979-123-4567, j-green@gmail.com

Texas4-H.tamu.edu

(XXXX) County 4-H members are looking for ways they can give back to the community on Saturday, Oct. 10, in gratitude for the many years of support that 4-H has enjoyed locally.

"Texas 4-H is more than 100 years old, and we know we wouldn't be thriving in this county without the help of many of our friends and neighbors, past and present," said Jim Green, the county's 4-H and youth development agent with the Texas A&M AgriLife Extension Service. "As a way of saying thanks, we are joining with thousands of 4-H'ers and other volunteers from around the state to organize One Day 4-H, a community service day on Oct. 10."

In (XXXX) County, the day will consist of as many cleanup and fix-up projects that a small army of volunteers can accomplish, Green said.

Anyone with an idea for a community service project, large or small, is encouraged to come by the AgriLife Extension office at [ADDRESS] and fill out a 4-H Job Request Form. The forms must be turned in by September 5, Green said, so that the jobs can be planned and organized.

"Some projects may be beyond what we can do," he said, "but we hope to get a lot accomplished and help make our communities better by giving back to them."

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## Media Advisory

You can generate lots of local interest in One Day 4-H through Twitter or other social media in the weeks before and on the day of the event. Sometimes you can interest the news media in doing their own stories on the day of the event as well. Try to direct reporters to an activity that offers good visuals for photos or video. Have them talk to members or volunteers who have had some experience speaking to the media, if possible.

Put together a media advisory to give reporters the information they will need to cover the story themselves. It could look something like this:

## SAMPLE

Sept. 27, 2017

Media Advisory

County's 4-H members planning big "thank-you" to community

Contact: Jim Green, 979-123-4567, j-green@gmail.com  
Texas4-H.tamu.edu

**What:** (XXXX) County 4-H Clubs are organizing a "One Day 4-H" community service event in gratitude for the support they have received from local people for many years.

**Who:** An estimated 500 4-H members and other volunteers will be cleaning parks, picking up litter, planting trees on the courthouse square, and helping elderly residents with chores and fix-ups around their homes.

**When:** All day Saturday, Oct. 10, from 8 a.m. to 8 p.m. The event coincides with a statewide "thank-you" that Texas 4-H is offering on the same day in every county in Texas.

**Where:** Throughout (CITY/COUNTY). A list of where and when volunteers are working is available. Activities of special note include 4-H kids planting 30 trees on the courthouse square at 10 a.m. A work crew will be fixing playground equipment at (XXXX) School beginning at 11 a.m.

**Why:** Texas 4-H, the state's oldest youth organization, is conducting community service projects across the state. This is a way for 4-H to show gratitude for the many years of support the organization has received from parents, volunteers, and neighbors.

**How:** The Texas A&M AgriLife Extension 4-H office in the county solicited ideas for what could be done to improve the community. More than 100 help requests were received. Most projects will be done by volunteer crews that will include 4-H members as well as other civic groups.

## **Consider Other Means of Advertising**

Weekly newspapers might print your news release verbatim. Other media may run only a mention, if anything at all — so don't rely solely on the news media to generate a public response to your request for service project ideas. Consider other means, including posting a story on the AgriLife Extension website for your county; getting a mention in a county agent's blog or newspaper column; hitchhiking on direct mail pieces that go out to the community from the local Extension office; or posting flyers and distributing Job Request Forms at banks, libraries, and grocery stores.

## **Follow-up Stories**

Help your local media get the full story by keeping tabs on how your community service efforts can be quantified. Include any statistics that measure your success: number of volunteers who worked, number of truckloads of trash hauled to the landfill, bags of litter picked up from the roadways, number of homes where trees were trimmed, and so forth. Recruit some volunteers ahead of time who can report these numbers to you.

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## Community Service or Service Learning: What type of project should you choose?

Many people ask about the difference between community service and service learning and which to choose for their One Day 4-H project. Either is fine, because both provide a service to the community or individuals. To determine what type of project your 4-H group should do, answer these questions:

- Is this a project that your 4-H members will identify themselves, or is it something they have been asked to participate in by another organization? (If it is the latter, it's Community Service.)
- Is this project solely asking 4-H members to drop off canned goods, a baked good, or some other article? (Community Service)
- Will the project provide an opportunity for the youth to distribute goods and services once they are collected, such as distributing food at a food bank after it is collected? (Service Learning)

Community service and service learning both reach out and serve the community; however, a service learning project allows those conducting the project to either identify the issue based on their knowledge and community needs, or it arises from something that affects them personally, such as a community illness, accident, or disaster. A service learning project also immerses the youth in the project. An example would be working hand in hand with a family building a Habitat for Humanity house, or working on a community beautification project. The final component of a service learning project is the opportunity to reflect and process the project experience, which allows the youth to understand the value of their commitment and talk about future community assistance.

Community service, while vital, is more focused on conducting a predetermined task. For example, a 4-H group is asked to participate in leading people through a tour of a historical site. Although they are providing a valuable service to the community, the 4-H'ers probably will not experience a personal difference in their lives or contribute to change in their community. Another example would be a bake sale supporting the local children's home. While the 4-H members know they are doing something good for other kids, they might not understand why they are helping. Simply talking to the 4-H members about why some of the children are in the home and what might help them find a permanent home could change the project from community service to a service learning experience.

## Community Service Quotes

*Everybody can be great because anybody can serve. You don't have to have a college degree to serve. You don't have to make your subject and your verb agree to serve. You only need a heart full of grace, a soul generated by love.*

— Martin Luther King Jr.

*Living is the art of loving. Loving is the art of caring. Caring is the art of sharing. Sharing is the art of living. If you want to lift yourself up, lift up someone else.*

— Booker T. Washington

*How far you go in life depends on your being tender with the young, compassionate with the aged, sympathetic with the striving, and tolerant of the weak and strong.*

— George Washington Carver

*No one is useless in this world who lightens the burden of it for someone else.*

— Benjamin Franklin

*When you cease to make a contribution, you begin to die.*

— Eleanor Roosevelt

*I don't know what your destiny will be, but the one thing I know; the only ones among you who will be really happy are those who will have sought and found how to serve.*

— Albert Schweitzer

*No act of kindness, no matter how small, is ever wasted.*

— Aesop

*Our nation will succeed or fail to the degree that all of us citizens and businesses alike are active participants in building strong, sustainable and enriching communities.*

— Arnold Hiatt

*The miracle is this: the more we share, the more we have.*

— Leonard Nimoy

*We ourselves feel that what we are doing is just a drop in the ocean, but the ocean would be less because of that missing drop.*

— Mother Teresa

*Snowflakes melt alone — but together they can be traffic stoppers!*

— Anonymous

*Teamwork allows common people to attain uncommon results.*

— Anonymous

*Some people want it to happen, some wish it to happen, others make it happen.*

— Anonymous

*Volunteers aren't paid, not because they are worthless, but because they are priceless.*

— Anonymous



October 7, 2017

# What can **YOU** do in One Day?