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48 Hours of 4-H

A weekend of service. A lifetime of impact.

**A Kansas 4-H
Service Challenge**

www.Kansas4-H.org/484H

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Youth Leadership
Council

The Purpose of 48 Hours of 4-H

Kansas 4-H members are proud of the communities they call home. Whether they live in cities, towns, or rural areas, 4-H members make their communities better year round. 48 Hours of 4-H was created as a way to challenge 4-H members to explore their service capabilities — “To Make the Best Better” in their communities, extension units, and across the state.

48 Hours of 4-H will be October 13-14, 2018, in every extension unit across Kansas. 4-H members, adult volunteers, alumni, and friends will help improve their communities by adopting a service project that is right for them. These projects can be done as individuals or groups (clubs, extension units, families, etc.) No matter what project you choose, this is one weekend to make a difference. The project does not need to last all weekend — any project during these 48 hours is great.

“4-H'ers are four times more likely to make contributions to their communities.”

— 4-H Study of Positive Youth Development

Our Goal

The goal of 48 Hours of 4-H is to challenge 4-H members in every extension unit to take the second weekend in October to be service-minded leaders and make a big impact in Kansas. Each 4-H club or extension unit will choose how best to show service in their community. The challenge will serve to promote community service throughout Kansas through the 4-H program. The Kansas 4-H Youth Leadership Council's goal is to have every extension unit participate, and a total of 2,000 volunteer service hours for the weekend. We hope you will take this opportunity to include new partnerships, family, friends, and others in your communities to join together to “Make the Best Better.”

Who Can Participate

48 Hours of 4-H is open to everyone in the community, 4-H members, 4-H alumni, parents, volunteers, community organizations, and friends. It is one weekend for everyone to serve the community together. This is a great opportunity to grow your project by inviting other groups such as church groups, school groups, service organizations, and other youth groups to join you. Some examples could be Kiwanis, FFA, Farm Bureau, Lions, Rotary, student council, KAYS, etc. These groups might volunteer or provide financial or other resources for the project. Each club or group project should have at least two registered volunteers involved in the project.

Through one weekend 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 weekend special for someone else by extending an invitation to potential 4-H members. **What a great way to recruit new members for Kansas 4-H.**

48 Hours of 4-H comes at a perfect time of year to introduce new families to 4-H by showing how fun working together as a team can be. Try inviting new and potential members and their families and encourage them to bring their friends, as well.

Making It Your Own

48 Hours of 4-H is giving you the chance to show how much you can do in your communities. You can work independently, as a group, or side by side with adults and alumni to serve your community. You can recruit potential 4-H members to join in, or partner with other organizations. 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 the 48 hours. Whatever your project is, it is your weekend to make a lasting, positive impact.

Ideas for Your 48 Hours of 4-H Project

48 Hours of 4-H can be any service project that makes a difference in your community and/or extension unit. It could be:

- Mowing a lawn or cleaning up a yard for the elderly.
- Doing some needed painting in your community.
- Picking up trash along the road or highway (making sure to keep safety and rules in mind).
- Making care packages for the military.
- Planting trees or plants in the community.
- Assisting with blood drives.
- Raising money to support other organizations such as Red Cross, Relay for Life, Children's Miracle Network, etc.
- Volunteering at the community animal shelter.
- Collecting items for donation to a homeless shelter, a food bank, or other nonprofit organization.
- Hosting a community 5K run and donate the money to a local charity.
- Collecting recyclable items.
- Hosting a car wash, bake sale, or similar event and donating the money to a local charity.
- Collecting supplies for people in need.
- Making tie blankets, pillows, and other bedding for a local shelter.
- Organizing and hosting a "Reading Day" at the local library.
- Volunteering at nursing homes.
- Delivering meals to those in need, such as the elderly or others needing help.

**“Everybody can be great,
because anybody can serve.”**

— Martin Luther King, Jr.

If your 4-H club or local extension unit already has an annual community service project scheduled for another date, see if you can do the project on the 484H weekend. You do not need to create something brand new. 48 Hours of 4-H just gives you the opportunity to be part of the largest weekend of community service in Kansas.

Implementation

You will need leadership to get your project started and organized. Identify an adult and a youth 4-H member to serve as project coordinators. These leaders will:

Before the project . . .

- organize the committee;
- develop an implementation plan and register on the online pre-registration form;
- secure donations, make media connections for promotion;
- register the project online;
- discuss risk management with the local agent;
- coordinate T-shirt orders and order through vendor;
- promote the event to 4-H club members, families, potential 4-H members, community organizations, and 4-H alumni;

After the project . . .

- report to the 484H website, including success stories, number, and upload photos in the follow-up form;
- follow up with news release and thank you notes.

“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*

Risk Management

Check with your local extension agent about necessary risk management planning prior to your project.

Be sure to have 4-H Participation Forms for all people taking part in your project.

The registered volunteers should assess risk management hazards and plan ahead for having a first aid kit, cell phone, weather plan, etc.

Signing Up for 48 Hours of 4-H

Kansas 4-H and the Kansas 4-H Youth Leadership Council wants you to have a successful 48 Hours of 4-H project. That's why we need all individuals and groups to register your project by **September 20, 2018**, through the 48 Hours of 4-H website.

Please register at: Kansas4-H.org/484H

48 Hours of 4-H T-Shirts

48 Hours of 4-H T-Shirts are available to order for you, your club or group to wear while completing your project. Shirts must be ordered by September 20, 2018. Check the website for all the details.

Getting the Word Out About 48 Hours of 4-H

Publicity for your project is essential and a useful tool to promote what your 4-H program is doing in your community. On the webpage you will find the following helpful items:

- Public Service Announcement Talking Points (radio/possibly television)
- Social Media Tips
- News Releases
- Social Media

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

News Media Guidelines

— Leonard Nimoy

Want to get your local news media involved in telling about your 48 Hours of 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. First ask for advice from someone such as your local extension agent, who works regularly with local reporters and knows from experience who to talk with and what approach might be best.

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.

Consider Other Means of Promotion

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 48 Hours of 4-H Facebook page; getting a mention in a local extension agent's blog or newspaper column; adding on to direct mail pieces that go out to the community from the local extension office; or posting flyers 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.

Hashtag

You can generate a lot of local interest in 48 Hours of 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 weekend of the event as well. Begin promoting your 48 Hours of 4-H project on Twitter or Instagram as soon as you have it confirmed, using **#484H**, **#KS4H**, and **#TrueLeaders**. Post your project information to the Kansas 48 Hours of 4-H Facebook event page and to your local 4-H Facebook page, and add photos on the day of your event.

Reporting Your Experiences

The person (youth or adult) who registered the group must also report the activities and accomplishments of the service project after the event concludes. Information reported in the system will be compiled and distributed to all local extension offices, highlighting the weekend's success. You will have the opportunity to upload photos to showcase your challenge experience. Let us know if you get some great video footage of your project.

All reports must be filed by **November 1, 2018**.

Recognition

This day should be more about giving than being rewarded. However, because of the great energy and creativity of Kansas 4-H members, Kansas 4-H Youth Leadership Council wants to recognize 48 Hours of 4-H participants for their efforts. By registering and reporting by the established deadlines you will have a chance to receive recognition for your outstanding service projects across the state of Kansas through weekly drawings. Awards and/or prizes will be presented.

“You are what you do, not what
you say you'll do.”

— *C.G. Jung*

Sample Planning Guide

Activity: 48 Hours of 4-H Community Service Project — Oct. 13-14, 2018

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.	July and August			
Organize a committee to identify and plan service project.	July, August and September			
Meet with committee to develop implementation plan.	August and September			
Promote service project to 4-H Club members and other organizations.	August, September and October			
Register your service project on www.kansas4-h.org/484h	No later than Thurs., Sept. 20, 2018			
Order 484H T-Shirts. (Payment for shirts is due September 22.)	No later than Thurs., Sept. 20, 2018			
Secure donations/supplies, if needed, for service project.	September			
Consult with local agent on risk management planning for the event.	September			
Confirm all 4-H members and adults volunteering to assist with service project. Arrange for a copy of all participation forms.	September Club Meeting			
Encourage 4-H members and families to recruit or invite potential 4-H members and 4-H alumni to join the project.	September and October			
Before releasing your project information to the media, consult with your Extension Agents to develop a strategy and customize the media release.	Two weeks prior to event			
Confirm service project with site/personnel to ensure all plans are finalized.	One week prior to event			
Ordered T-shirts arrive on or before Oct. 10, 2018.				
Conduct event.	Oct. 13-14, 2018			
Report results and participation numbers. Upload project photos(only photos of youth with signed photo releases on participation form).	By Nov. 1, 2018			
Write and mail thank-you notes to those assisting in the success of the event.	By Nov. 1, 2018			
Fill out post event evaluation (on the web).	By Nov. 1, 2018			
Send out follow up press release (on the web) or consult with your local agent about a unit wide release.	By Nov. 1, 2018			

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Project of the Kansas 4-H Youth Leadership Council in cooperation with K-State Research and Extension, the Department of 4-H Youth Development.

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