A Kansas 4-H Service Challenge

www.Kansas4-H.org/484H
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 10-11, 2015, 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, etc.) No matter what project you choose, this is one weekend to make a difference.

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 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 4,000 total participants, every extension unit participate, and a total of 2,000 volunteer service hours for the weekend.

Who Can Participate

48 Hours of 4-H is open to everyone in the community, 4-H members, 4-H alumni, parents, volunteers, and friends. It is one weekend for everyone to serve the community together. Depending on how big your service project is, you could even invite other groups such as church groups, school groups, service organizations, and other youth groups to join you. 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 non-4-H members. What a great way to recruit new members for Kansas 4-H.

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 non-4-H members to join in, or partner with another youth/service 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 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 simple painting jobs.
• Picking up trash along the road or highway (making sure to keep safety and rules in mind).
• Collecting food for local food banks.
• 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 or other non-profit organization.
• Hosting a community 5K run and donate the money to a local charity.
• Collecting plastics bottles, newspapers, etc. to be recycled.
• Hosting a car wash and donating the money to a local charity.
• Hosting a bake sale and donating the money to a local charity.
• Collecting supplies for people who have been in a fire or natural disaster.
• Making tie blankets, pillows, and other bedding for a local shelter.
• Hosting a sporting tournament (for example, volleyball, softball, golf, or other sport and donating money to charity of your choice).
• Organizing and hosting a “Reading Day” at the local library.
• Volunteering at nursing homes.
• Hosting a fundraiser and donate the proceeds to an organization or charity that focuses on hunger initiatives.
• Delivering meals to those in need, such as the elderly or others needing help.

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 October 10 or 11. 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.

“Everybody can be great, because anybody can serve.”
— Martin Luther King, Jr.
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:

• organize the committee;
• develop an implementation plan for the project following the project agreement form;
• secure donations, make media connections for promotion;
• register the project online;
• discuss risk management with the local agent;
• coordinate T-shirt orders;
• promote the event to 4-H club members, families, non-4-H members and 4-H alumni;
• report to the 484H website, including success stories, number, and upload photos;
• follow up with news release and thank you notes; and
• complete the evaluation.

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 22, 2015, 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 22. 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
- News Media Advisory (for reporters following the story)
- Photo and Video Tips
- Social Media

"The miracle is this: the more we share, the more we have."
— Leonard Nimoy

News Media Guidelines

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.

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 as soon as you have it confirmed, using #484H. Post often to the Kansas 48 Hours of 4-H Facebook page — and to your local and state 4-H Facebook page, and add photos on the day of your event.

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.
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, 2015**.

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. Awards and/or prizes will be presented in various categories.

“*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 — October 10-11, 2015

<table>
<thead>
<tr>
<th>Job to Be Done</th>
<th>Date to be Accomplished</th>
<th>Who Is Responsible</th>
<th>Date Completed</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identify an adult and a youth 4-H member to serve as service project coordinators.</td>
<td>July and August</td>
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<tr>
<td>Organize a committee to identify and plan service project.</td>
<td>July, August and September</td>
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<tr>
<td>Meet with committee to develop implementation plan.</td>
<td>August and September</td>
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<tr>
<td>Promote service project to 4-H Club members.</td>
<td>August, September and October</td>
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<tr>
<td>Register your service project on <a href="http://www.kansas4-h.org/484h">www.kansas4-h.org/484h</a></td>
<td>No later than September 22, 2015</td>
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<tr>
<td>Order 484H T-Shirts.</td>
<td>No later than September 22, 2015</td>
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<td>Secure donations/supplies, if needed, for service project.</td>
<td>September</td>
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<td>Consult with local agent on risk management planning for the event.</td>
<td>September</td>
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<td>Confirm all 4-H members and adults volunteering to assist with service project.</td>
<td>September Club Meeting</td>
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<td>Encourage 4-H members and families to recruit or invite non-4-H members or 4-H Alumni to join the project.</td>
<td>September and October</td>
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<tr>
<td>Use the Project Agreement form to finalize the project details.</td>
<td>September</td>
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<td>Before releasing your project information to the media, consult with your Extension Agents to develop a strategy and customize the media release.</td>
<td>Two weeks prior to event</td>
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<td>Confirm service project with site/personnel to ensure all plans are finalized.</td>
<td>One week prior to event</td>
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<td>Conduct event.</td>
<td>October 10-11, 2015</td>
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<td>Report results and participation numbers. Upload project photos(only photos of youth with signed photo releases on participation form).</td>
<td>By November 1, 2015</td>
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<tr>
<td>Write and mail thank-you notes to those assisting in the success of the event.</td>
<td>By November 1, 2015</td>
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<td>Fill out post event evaluation (on the web).</td>
<td>By November 1, 2015</td>
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<tr>
<td>Send out follow up press release (on the web) or consult with your local agent about a unit wide release.</td>
<td>By November 1, 2015</td>
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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, with generous support from the Kansas 4-H Foundation.

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