




Paper Clover Tip Sheet

Contacting Store Manager

- Find a time to visit or call the manager to determine what type of involvement/activity would be appropriate for your location and for what length of time it will run.
- Discuss any goals you may have between each party. If you know what the money raised during the promotion will be used for, be sure to share it with Del's as this will help them tell explain to customers how the money will be used to support local 4-H!
- If multiple clubs are participating, create a shared schedule to give to the manager so everyone is on the same page.
- Be sure to send a thank you when the promotion is over.

General Promotion Ideas

- Have 4-H'ers wear green and white so they are easily recognized!
 - If a marquee sign is available, ask the manager to highlight the Paper Clover promotion on it.
 - Mother's Day falls on May 13th, the last day of Paper Clover, so tie it in with the fundraiser! Have customers write a special note to their mom on the clover to hang in the store.
 - Have informational materials available to anyone interested in joining or supporting 4-H.
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- Ask supporters purchasing Paper Clovers to provide contact information (i.e. email) on their paper clover (or set up a jar or a signup sheet to collect this information) if they would like to receive updates/newsletters about the county 4-H program.
 - Have 4-H'ers perform a carryout service for Del's customers if possible. When customers check out at the register or purchase a Paper Clover, 4-H'ers can bag their items and carry them to their car as a thank you for their support.
 - Set up a table at the store and have an enrollment drive for 4-H clubs. Or use this as a chance to gather contact information and engage the alumni in the area.
 - Contact local radio stations/newspapers and ask them to announce the promotion and make them aware of any arranged activities.
 - 4-H'ers could give demonstrations about animal health and the importance of vaccinations, deworming, and preventative care for pets and livestock why it is important.



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- Contact a local animal shelter about having an adoption drive at the store location. 4-H'ers involved in pet projects could do demonstrations about pet care, nutrition, or grooming. If the shelter does not do adoption drives, create posters with pictures and information about the animals up for adoption. Another option would be to have an animal food drive and customers shopping in Del's can buy food to put in a receptacle to be donated to the shelter.
- Set up a "petting zoo" and have 4-Hers talk to customers about their animal projects. Create a spring backdrop, bring a printer, and offer pictures to customers with the animals for a donation.