



# IEHA FAIR WEEK TOOLKIT 2.0

Presentation by Robert White



# INTRODUCTION

Each year, the Indiana Extension Homemakers Association Charter Clubs/Counties participate with their county fair to celebrate and draw attention to the IEHA mission through Volunteer Community Support. While many clubs are already doing wonderful things to highlight the week, the Public Relations Activity Committee is offering a blueprint for counties and clubs throughout the state to highlight IEHA every day during your county's fair week.



# TALKING POINTS

**5392**

active members in the state

**82**

active counties in the state

## **PERSONALIZE FOR YOUR COUNTY**

NUMBER OF CLUBS AND ACTIVE MEMBERS

VOLUNTEER COMMUNITY SUPPORT HOURS

COMMUNITY SUPPORT \$\$\$ GIVEN

SCHOLARSHIP \$\$ GIVEN

WHAT MAKES YOUR ORGANIZATION GREAT



01

PLAN OF ACTION

# ACTION



- Appoint a County Chairperson and establish a committee to plan activities during your county fair. Include representatives from all clubs, if possible.
- Record short public service announcements for the local radio station. Sample PSA statement in Blue Book, pg 10.
- Work with local newspapers for articles and feature stories.
- Set up displays or exhibits around town (at a local library, bank lobby, festival, Extension Office, etc.) highlighting the activities that will take place in your Open Class Building.
- Use hashtags when posting on social media sites: #ieha, #iehaopenclass, #getconnectedstayconnected, #iehacountyfair



02

FAIR WEEK PREP



# GROWING

## Grow your County Fair's Open Class

Promoting the events and activities of your counties open class building and projects that can be entered. First off, acquire a copy of your county's fair book to verify the projects that people can enter.

Using social media, post a list of the projects (use an image to draw people's attention). Don't post all 20 categories in one day. Look at a month out and begin posting two or three categories

List where they can find more information via Purdue Extension Office, county fair website or social media pages, of where fair books can be obtained. Use that information at the bottom of each post for consistency.



# MAKE A DIFFERENCE

Open Class Project Check In Day is annually on the Saturday leading into your county fair. Some counties are different so it could be a Thursday evening. If you have ever wondered if your county fair makes a difference, the answer is yes. This yearly event is one of the largest gatherings of local residents. And if you have wondered where to start, the answer is being knowledgeable in the area you are signing up to volunteer.





# TO PROMOTE

- ✓ Volunteer at your local community center.
- ✓ Share a smile with a stranger.
- ✓ Collaborate with other local organizations for a community service project, fundraiser, etc.
- ✓ Host a workshop showing people how to: properly can/preserve vegetables, jellies, floral arrangements, capture that perfect image for photography. Enlist your educator to help get qualified people to lead these workshops.



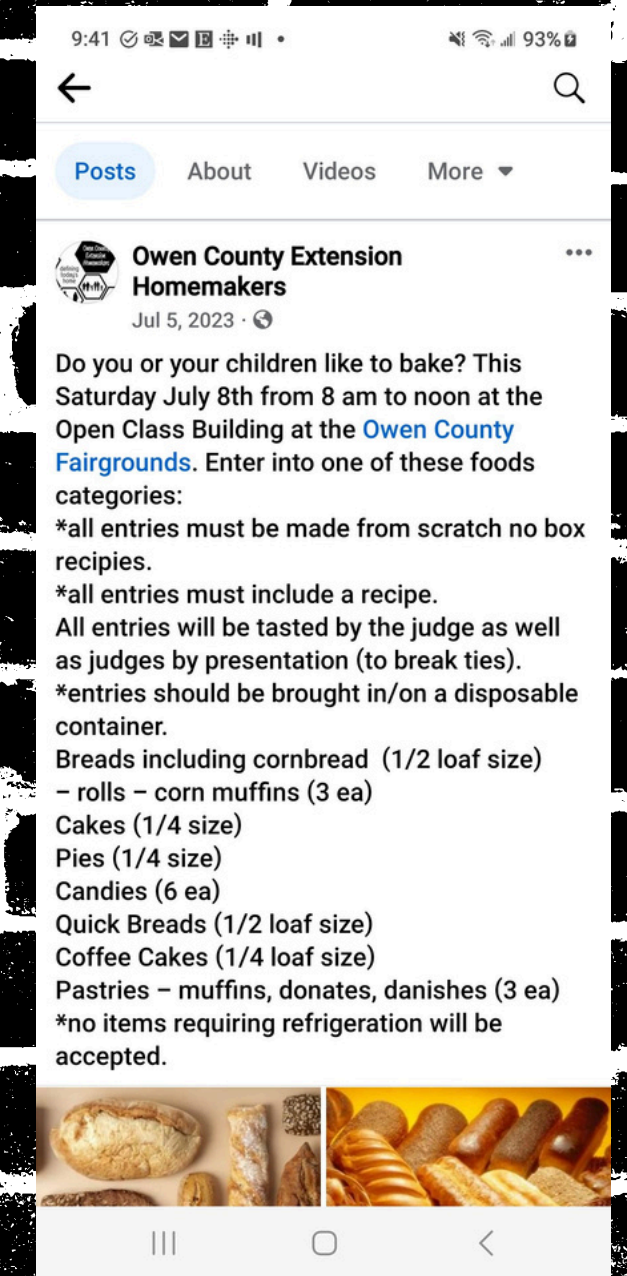
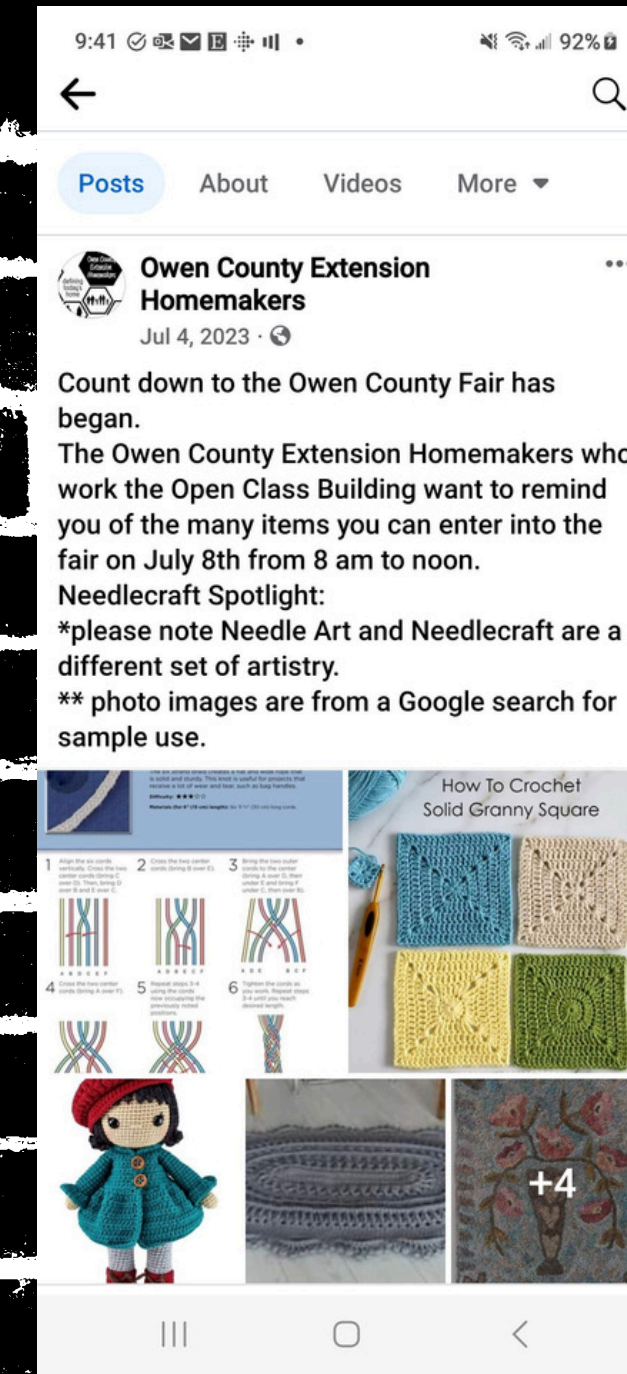
# TO PROMOTE

## Be Sure to List:

- location
- time
- any rules (recipes for food items)
- guidelines (watering flowers mid-week)

## Day of have slips with or remind people:

- pick up of items date and time (checkout)
- When photos of Grand Champions will take place
- Any activities held in the Open Class Building during the week of the fair





03

FAIR WEEK FUN

# SUNDAY: EDUCATION DAY

- Create a Lesson Board using an IEHA Purdue Lesson
- Ask your county library who stocks the “Little Free Libraries” to have members or fair attendees bring in books to restock these.
- Announce Scholarship opportunities or winners. Ask for feedback and success stories from past scholarship winners. Reach out to your Scholarship recipient and past recipients to have them speak about how your scholarship impacted their education and the experiences of attending a college or vocational school.
- Encourage or invite the graduates from this past year to speak about how obtaining their GED has made a difference in their lives.
- Partner with the Book to Barn activities. This is a program that the Extension Office does at the county fairs. Ask how you can get involved.
- Spotlight your county HHS Educator(s) and the connection IEHA has to Purdue University, through research-based educational opportunities and expertise in a number of topics.



# MONDAY: THEMED SHIRT DAY

While assisting with set up of your Open Class or participating in other county fair activities, have your members wear a themed shirt for that day. It can be fair related with a particular animal, it could be Purdue colors for Purdue Extension, maybe you want to make shirts that say, "ASK ME ABOUT EXTENSION HOMEMAKERS". As you move about the fairgrounds or town that day talk up the county fair and the Open Class. Someone new might not know. Possibly you will get someone in there and spark their interest in one of the many categories.



# TUESDAY: DEMO DAY

Arrange a demonstration day. It doesn't have to be overly complicated.

- Canning Demo – going over the safety
- Needlework – Tatting, knitting, or crochet
- Recovering cushions
- Flower Arrangements
- Grilled Cheese Sandwiches

Take photos to share on social media, this is a good way to attract new members.



# WEDNESDAY: MAKE IT TAKE IT DAY

Hold a day where the public can create something to take home with them. Make sure you have advertised these so if they need to bring something they come prepared. It is also ok to have a small fee to help cover the cost of this event.

- Recipes in a jar
- Squirrel Feeder
- Greeting Card
- Photo Board

Take photos to share on social media, this is a good way to attract new members.



# THURSDAY: GIVING DAY

- Give “Sun Care Kits” to people in need. These can be made up of travel size sunblock and aloe for sunburns. Contact your local Health Department to see about partnering together. Pass these out to folks coming and going as they visit the Open Class Building.
- Distribute water bottles or treats (like fruit, granola bars or mint rolls) wrapped with Homemaker information. Ask those looking at exhibits if they would like a refreshment or treat.
- Provide a statewide press release highlighting the funds raised by IEHA for the Purdue University Center for “C” Cancer Research.
- Provide information to your community about the many ways IEHA members are supporting the Riley Cheer Guild, Ronald McDonald House, Indiana Donors Network’s Threads of Compassion, Backpack Program/Feeding America, etc. Use a Tri Board to educate on the causes you support





# FRIDAY: MEMBER DAY

Use the Member Day as a way to celebrate your counties membership for their achievements.

- Highlight members in newspapers, radio spots, Facebook, etc.
- Recognize members with 10, 20, 25 + years in Homemakers.
- Celebrate club anniversaries.
- Add up the years in IEHA of all club members and celebrate the number!
- Reconnect with people that used to be in IEHA and invite them back.
- Promote special interest clubs in your county.
- Announce a contest for members that bring a new person to a meeting.
- Host your own Queen of the Open Class and her royalty by recognizing those members who go above and beyond. Get creative by ordering a box of Princesa chocolate bars from Amazon (made by Nestle) to honor your members by making them a Princesa for the Day.





04

ENGAGEMENT



**TAKE PHOTOS TO SHARE  
ON SOCIAL MEDIA, THIS  
IS A GOOD WAY TO  
ATTRACT NEW  
MEMBERS.**



**THANKS**  
**FOR WATCHING**