

## THE IEHA TOOLKIT 2.0 - FAIR WEEK EDITION

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

#### IEHA by the Numbers:

##### STATEWIDE

Counties with active clubs: 82

Individual members in the state: 5,392

##### YOUR County:

Number of clubs and active members: \_\_\_\_\_

Volunteer Community Support Hours: \_\_\_\_\_

Community Support \$\$ given: \_\_\_\_\_

Scholarship \$\$ given: \_\_\_\_\_



#### NOTES:

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## General Plan of 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.
- 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

**PSA Samples:** Tips for developing your own PSAs in the Blue Book, page 10

- ✓ How can we be so connected in today's world and still feel so isolated? Indiana Extension Homemakers put the real "face time" back in our communities. Fun-filled educational meetups and volunteer opportunities bring friends together to strengthen Indiana families. For more information, contact [your local extension office], and join us!
- ✓ Great things happen at the local level! Indiana Extension Homemakers are quietly working in communities throughout the state doing great things to little fanfare—from supporting cancer research to helping at local county fairs, we are impacting the Indiana family for the better. Want to join us and make a difference? Contact [your local extension office] for more information.

## Sample Proclamation (revise as needed)

WHEREAS, Indiana Extension Homemakers Association, consisting of over 800 active clubs with over 5000 active members in 90 counties of Indiana endeavor to improve the greatest institution in the world, "The Home,"

WHEREAS, its objectives are:

1. To coordinate and motivate the membership of the Extension Homemakers Clubs in building educational programs which are relevant to the needs and interests of Indiana Homemakers;
2. To study and work in programs and activities which pertain to the development of family, home and community;
3. To cooperate in programs which benefit people worldwide;
4. To strengthen and develop the organizational leadership at county, district and state levels;

5. To encourage Extension Homemakers and their related fields in educational institutions; and

WHEREAS, the Indiana Extension Homemakers through their local clubs endorse, encourage and assist the 4-H programs; and

WHEREAS, the Indiana Extension Homemakers have been actively engaged in promoting education, leadership development and volunteer community support at the local, state and international level since 1913.

It is an honor to volunteer the services and accomplishments of the Indiana Extension Homemakers Association in partnership with our county fairs Open Class projects each year.



### **Lesson Tri-Folds**

Using a Purdue Extension Lesson or other topics around a theme creating a lesson board for each club to display.

S

### **Themed Shirt Day**

Pick any category that your fair has an entry for or your fair's theme. Encourage members to wear that shirt to promote that category or theme.

M

### **Host a Make It Take It Event**

Come up with a fun activity that fair goers can come and do on that particular day.

T

### **Giving Day**

Pick an organization to give back to.

W

### **Demonstration Day**

Depending on the space available you could have an upholster demo, a cooking demo or a floral arrangement demo.

T

### **Member Day**

Recognize members' contributions to your organization. Or members who have reached a milestone in your organization.

F



**Lesson Tri-Folds**

**Sunday**



**Themed Shirt Day**

**Monday**



**Host a Make It Take It Event**

**Tuesday**



**Giving Day**

**Wednesday**



**Demonstration Day**

**Thursday**



**Member Day**

**Friday**

## **Promoting your County Fair 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 i.e. Quilting; hand and machine - photography; black & white, scenery, animals, people, ect. – Canning; list categories. Now select a Monday to post about the Quilting with all the guidelines and types they can enter (potholders, table runners, quilts and so on. Then on Wednesday post about the photography. This way people are not overwhelmed by your post listing all 20 categories in one day. 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.

Now I know you are asking we are not all tech savvy. Look at who in your county has the skills to assist, if no one is available ask at the Purdue Extension Office or your library or tourism office to see if someone can assist you. Your educator might offer a session on using social media. If all else fails, call that grandchild who is a techno wizard to spend the day and assist. As you can set up Facebook to post things on a time frame, so spending a day making a post that will be released on a certain day and time down the road.

See if your county fair has pamphlets that you can leave at the grocery store, church, and community centers.

## **Saturday: OPEN CLASS PROJECT CHECK IN DAY**

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. Then make sure you show up 15-30 minutes early to hear any information before the doors open. Knowing who is in charge should questions arise while assisting people. Smile and thank them for bringing in entries. Ask if they noticed your social media post or how they got their information on the open class projects.

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.

### **Be Sure to List:**

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

## **Sunday: EDUCATION DAY**

- ✓ 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

Bring in a patio set, not an 8 piece set but a bench and chair. Host a demonstration on how to recover the cushions. Show that when you need a fresh look that by recovering the cushions of your patio furniture can give your house a new vibrant look and feel. Plus compare the cost of the fabric versus a new set.

- Be sure to show how to measure the fabric and mark where to cut.
- Discuss using Velcro over a Zipper so it is removable for easy cleaning.

Again, share this on social media and have signage at the Extension Office, around the fairgrounds, pass out this information when people bring in projects on the main Open Class check in day.

Other Ideas:

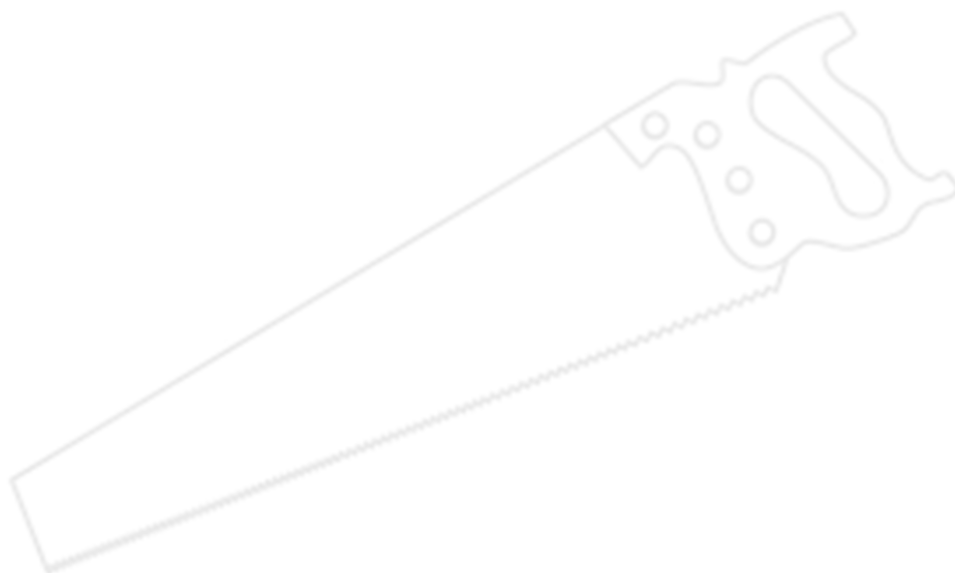
- Canning Demo – going over the safety and
- Needlework – Tatting, knitting, or crochet

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

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

See if the Master Gardeners club or Ag Educator who offers this course will assist with putting on a Flower Arrangement demonstration. Ask if local florists will donate flowers or if you can get a mini grant to purchase flowers and foliage.

See if members will donate old vases no longer in use. You can have a fee to recover the cost if need be.



## Wednesday: MAKE IT TAKE IT DAY

Hold a day where members 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.

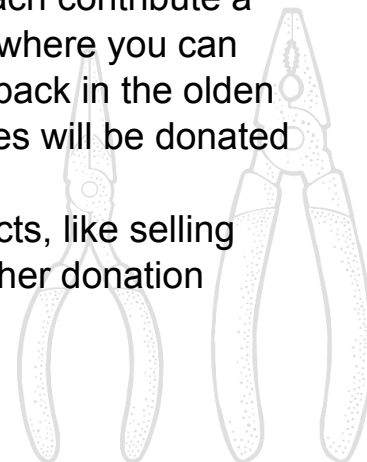
Ideas:

- Recipes in a Jar: Soups, Cookie Mixes, even Seasonings
- Squirrel Feeder: In Owen County a member replaced their deck and had a foot long piece from each board. We cut them down in advance and made squirrel feeders.
- Card: all occasions greeting cards
- Photo Board
  - Materials needed: a Fat Quarter of fabric, canvas board 8x10, fiberfill batting, ribbon (assortment of colors), and little clips that you can find in the craft section.
  - Encourage people to come with their own fat quarter.
  - You can have the canvas boards and have a charge to recover that cost.
  - You will need a staple gun to staple the fabric to the back of the canvas board.
  - Remember to get a group photo or photos as people complete their boards. You may need to bring photo consent forms from the Extension Office to have participants sign.



## 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.
- ✓ Provide financial support to a local charity.
  - Order in Bulk Tootsie Rolls/have members each contribute a bag of the Tootsie Rolls and make a Display where you can offer the small Tootsie Rolls for a Penny like back in the olden days and have a sign showing who the monies will be donated to.
- ✓ Hold fundraisers to support community focus projects, like selling flowers (real or candy ones), fill the cookie jar or other donation opportunities you can think of.



## Friday: MEMBER DAY

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

