



Annual 4-H Outreach Methods Documentation

Reporting of All Reasonable Efforts Outreach from July 1 to June 30

The U.S. Department of Agriculture (USDA) requires that 4-H membership reflects the race, ethnicity, and gender composition of California's counties. The goal is to reach parity between 4-H membership and the county youth population. Parity is achieved when 4-H membership is within 80% of the racial, ethnic, and gender demographics of a county's population. Annually, USDA requires documentation describing how 4-H clubs, 4-H camps, and other 4-H units that recruit and enroll 4-H youth and adult volunteers conducted *all reasonable efforts* to invite youth and families to participate. To satisfy USDA civil rights compliance, all 4-H clubs and units must document their outreach activities used at least three (3) of the four (4) outreach methods described below during the fiscal year from July 1 to June 30.

Outreach Methods

1. **Personal visits and interactions:** Personal visits and live interactions to invite youth and adults to participate in 4-H, informing them of dates and times of program activities and specific invitations for them to attend and participate. (e.g., face-to-face, phone calls, text messages, direct messages, social media messages/chats).
 2. **Personal letters or emails:** Personal letters or emails to invite youth and adults to participate in 4-H, informing them of dates and times of program activities and specific invitations for them to attend and participate. May be in hardcopy or electronic format.
 3. **Promotional materials:** Promotional material to invite potential clientele to participate in programs. Examples include newsletters, posters, and flyers distributed in a "mass mailing" type of process. May be in hardcopy or electronic format. (Does not include communications to existing members, such as a 4-H club newsletter.)
 4. **Mass media:** Mass media to invite youth and adults to participate in 4-H. Examples include press releases, public service announcements, radio and/or television appearances, social media, and other web-based avenues. May be in electronic and print outlets.
- **Other:** Other efforts to recruit new youth and adults to 4-H, including: providing materials to community and school groups; membership drive or promotional programs (e.g., festivals, fairs, displays); adult volunteer recruitment; meeting places selected to encourage participation. *These other effort methods are not federally approved for civil rights compliance but can be helpful in demonstrating a good faith effort.*

*All Reasonable Efforts refers **ONLY** to efforts made to reach youth and families **not already involved in 4-H**. Do not include examples of interactions, letters, materials, or mass media with 4-H enrolled participants.*

Responsibilities

1. **Submit:** Club Leaders, Camp Directors, and Community Education Specialists (CES) complete the California 4-H Outreach Methods Documentation survey at <https://forms.gle/VHi7DPShdVLeGWAAA> by September 15.
2. **Check:** The 4-H Regional Program Coordinator (or CES supervisor) works with 4-H Community Education Specialists to ensure all 4-H clubs, camps, and units complete the survey.
3. **Review:** The UC ANR Office of Diversity & Inclusion reviews information to ensure appropriate documentation.

Note: 4-H Youth Development Advisors report outreach activities for their research and extension education programs directly to ANR Project Board.

Print Template: 4-H Outreach Methods Documentation Form

The form below is track activities during the year.

Please submit your information online at <https://forms.gle/VHi7DPShdVLeGWAAA>

Describe your all reasonable efforts to recruit new members and adult volunteers from your community, including under-represented racial and ethnic groups. Consider lumping efforts for more efficient reporting.

Program Year		
County		
4-H Club, Camp, or Unit Name		
Name (of person completing this form) Type or print clearly.		
Accessibility - Is the place your 4-H Unit meets wheelchair accessible? If so, do your 4-H promotional materials include the accessibility icon ?	Accessible Locations: <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> I don't know Flyers have accessibility icon: <input type="checkbox"/> Yes <input type="checkbox"/> No	
Non-Discrimination Statement - Do your 4-H promotional materials include the "single page flyers" UC ANR non-discrimination statement ?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> I don't know <input type="checkbox"/> Not applicable	
Method	Description and summary	
1. Personal visits or interactions		
2. Personal letters or emails		
3. Promotional materials (e.g., newsletters, posters, flyers, announcements)		
4. Mass media (e.g., radio, tv, newspaper, internet)		
5. Other		