



# 2016 Toolkit

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## Welcome Letter

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Dear 4-H Colleague,

Thank you for participating in 4-H National Youth Science Day (NYSD). NYSD is an exciting, interactive learning experience that engages thousands of youth in science, technology, engineering and math (STEM). It is the premier national rallying event for year-round 4-H STEM programming, bringing together volunteers, young people and educators from across the country to simultaneously complete a national STEM challenge.

4-H NYSD aims to encourage youth of all ages to explore STEM topics and recognize that STEM is all around them. 4-H NYSD helps young people understand how STEM topics are relevant in the real-world, while introducing them to the basic principles of scientific investigation. And most of all, it is fun! Enclosed in this toolkit you will find:

- Overview of 4-H NYSD
- Information about Drone Discovery, the 2016 4-H NYSD experiment designed by Cornell University Cooperative Extension
- Tips to run a successful NYSD event
- How to engage your community in NYSD
- How to promote NYSD
- How to fundraise for NYSD

We hope you enjoy 4-H and National Youth Science Day.

Sincerely,

National 4-H Council

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## 2016: Drone Discovery

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This year's challenge, Drone Discovery, explores the design, operation and purpose of drones in the real world. The challenge guides youth through the engineering design process to develop drone-based solutions to real-world problems. Through the challenge, youth come to understand concepts including flight dynamics, drone safety, drone operation, payload/remote sensing, and more. The Drone Discovery challenge is designed to take approximately two hours and is appropriate for students from grade 4 and above. Additional activities provide suggestions to extend learning about drones to real-world applications.

For Drone Discovery experiment guides and additional resources, visit: [www.4-H.org/NYSD](http://www.4-H.org/NYSD)

To order your 2016 Drone Discovery kit, visit: [www.4-hmall.org/nysd](http://www.4-hmall.org/nysd)

# Running a Successful, Media-Friendly 4-H NYSD Event

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As you think through setting a date and finalizing plans for your local *NYSD* event, here are some helpful tips to maximize its impact. There are several things you can do in the planning phase that can increase your chances of attracting media and supporter attention:

## 1. Think Visual

One of the key things local broadcast media look for is a compelling visual that would be appealing to their viewers. Here are the types of things that can help make your event more visually engaging for media.

- ❑ **A Crowd. There's Strength in Numbers:** The more people engaged in your event, the more visual and appealing it will be to the media.
- ❑ **Action & Interaction:** Media want to see people *doing* not simply talking or being. Your job is to highlight the action to the media.
- ❑ **A Vivid Setting:** Try to create a vivid physical experience that supports the theme of science and, if possible, drones.
- ❑ **Don't Forget the Branding:** Feature 4-H branding where ever you can: Flyers, posters, pop-up banners, etc.
- ❑ **Drone Discovery T-Shirts:** Dressing all your participants NYSD T-Shirts from the 4-H Mall creates a powerful visual [www.4hmall.org](http://www.4hmall.org)

## 2. Location. Location. Location.

Many appealing events are overlooked because the location simply is not easily accessible for local media. Here are tips to choose the right location.

- ❑ **Convenience is Key:** It's important to stage your event in a central location that is convenient and can make it easy for reporters to get "in and out" with the story they need.
- ❑ **Accessibility is Awesome:** Live broadcast shots need to be connected to a nearby van and antenna, and photographers often need to get different lenses from their car. Keep this in mind when choosing your location.

## 3. Engage the Right Messengers

It's not only the "what" of the event that attracts the media; very often it is also the "who" of the event. Here are some tips for engaging the right messengers to elevate your event to a high priority for media appeal.

- ❑ **Youth Spokespeople:** Be sure to find ways to put your youth leaders and participants front and center. *4-H NYSD* is positioned as a youth-led event, so engaging young people to have speaking roles is key.
- ❑ **Experts or Leaders:** Do you have a local science expert or leader who can talk about the importance of *4-H NYSD* or explain the science behind the experiment? If so, invite

them to be part of your event to talk about the real life importance of STEM. You can also offer them to the media to provide context.

- **Local Officials or Celebrities:** Nothing attracts media like a big name to get the attention of their audience. Invite someone prominent to be a part of your event and ask permission to use their name in local media outreach. Local officials are a great option, since many of them would be eager for a photo/press opp with 4-H youth. Many local officials may also have a press office that can help promote the event.

#### 4. Consider Timing

There are certain times of day when media outlets have more reporters, photographers and videographers available to cover events. Here are some times worth considering:

- **Outside News Broadcast Times:** TV stations have more staff available when they are not on the air – so not during the morning, noon or evening newscasts.
- **During Reasonable Reporter Work Hours:** Reporters have a start time and end time to their workdays just like most of us. You'll have a better chance of getting coverage if you schedule during the middle of the day.
- **Weekday vs. Weekend:** While the weekends are not off limits, keep in mind that staff is leaner on the weekends. If you schedule an event on a Saturday, make sure you have all of the other boxes checked.

#### 5. Invite Media Participation

One other way to boost your media coverage is to invite reporters or anchors to participate in your event. Here's how you can do that:

- **Host or Emcee:** Asking reporters or anchors to host or emcee and event greatly increases the chance it will be mentioned on-air. Keep in mind that competing stations will be less likely to cover an event hosted by a rival.
- **Media VIP:** If you are inviting the media to participate and not to just report, be sure to roll out the "red carpet" by providing a youth guide to walk with the journalists through the event as they partake in the activity.

## Engaging Your Community

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In order to help draw strong attendance and generate positive media coverage, it is important to engage as much of your community as possible:

- Identify the groups and individuals in your community that would be interested in participating in NYSD, like STEM specialists and afterschool 4-H clubs.
- Invite other groups of youth to join you – afterschool programs, home schoolers etc. – they may be so impressed they join 4-H!
- Invite individuals who you think could benefit from seeing 4-H in action – prospective volunteers or donors.

## Promoting 4-H NYSD

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Promotion of your NYSD event will be important in terms of driving participation, attendance and media coverage.

To do this successfully, please follow these guidelines and use the resources provided for you in this toolkit or available for download at [www.4-H.org/NYSD](http://www.4-H.org/NYSD).

- Promote NYSD on your social properties once a week (sample messaging provided)
- Send out a media pitch letter and local press release
- Run the NYSD web banner on your site to generate awareness and encourage youth and volunteers to join for the day
- Promote NYSD in your newsletter using the provided web banner or print ads
- Print and hang the provided posters in your community, particularly in schools and community centers
- Ask your local paper for space to run the print ads
- Print and distribute the bookmarks to your 4-H clubs as well as local school and other youth programs
- Invite a local science expert to engage with your youth and crowd to share their experiences and connect STEM to the world around us
- Leverage your 4-H and local educators to get the word out and share their experiences in STEM
- Invite local corporate partners to speak, and engage their employees for increased visibility

# Social Media Guide

## 4-H National Youth Science Day SOCIAL MEDIA

- These are some sample messaging that local clubs can use to promote 4-H National Youth Science Day.
- Make sure to use the official hashtag in all social media posts: #4HNYSD.
- Switch out red text for more descriptive information.
- Be sure to tag 4-H in your posts:
  - Twitter: @4H
  - Facebook: @4-H
- Platform focus of the campaign will be Facebook, Twitter and Instagram.

|                         |  |
|-------------------------|--|
| <p><b>Facebook:</b></p> | <p><i>[SHARE PHOTO/VIDEO OF YOUTH PARTICIPATING IN 4-H NYSD EXPERIMENT/EVENT. INSERT PHOTOS/VIDEO&amp; TAG OTHERS PICTURED IF POSSIBLE]</i></p> <p><b>[STATE/CLUB NAME]</b> is growing the next generation of engineers with this year's 4-H National Youth Science Day challenge, Drone Discovery: <a href="http://bit.ly/1Pz3V36">http://bit.ly/1Pz3V36</a> #4HNYSD</p> <p><b>[STATE/CLUB NAME]</b> is growing future scientists through this year's 4-H National Youth Science Day challenge, Drone Discovery! #4HNYSD</p> <p>#TrueLeaders of <b>[STATE/CLUB NAME]</b> are ready for some high-flying fun! Check out our event on the 4-H National Youth Science Day map: <a href="http://bit.ly/1Pz3V36">http://bit.ly/1Pz3V36</a> #4HNYSD</p> |
|                         | <p>Check out these STEM #TrueLeaders of <b>[STATE/CLUB NAME]</b>, celebrating 4-H National Youth Science Day at <b>[LOCATION]</b>! #4HNYSD</p> <p>Check out these amazing photos from 4-H National Youth Science Day in <b>[STATE]</b>, proving that #4HGrowsHere! #4HNYSD</p> <p>Thanks to national 2016 4-H National Youth Science Day partners @HughesNet @LockheedMartin &amp; @USCellular, and national sponsor @DJIGlobal, for believing in #TrueLeaders of <b>[STATE/CLUB NAME]</b>, helping @4-H grow #STEM leaders of tomorrow! #4HNYSD</p>   |
| <p><b>Twitter:</b></p>  | <p><b>[STATE/CLUB NAME]</b> is growing the next gen of #TrueLeaders in engineering w/ this year's #4HNYSD, Drone Discovery: <a href="http://bit.ly/1Pz3V36">http://bit.ly/1Pz3V36</a></p> <p>#TrueLeaders in <b>[STATE/CLUB NAME]</b> are going the distance with this year's #4HNYSD challenge, Drone Discovery!</p>  |

.@4H'ers of **[STATE/CLUB NAME]** are ready for some high-flying fun! Check out these #TrueLeaders in action!

Fun and flight collide as **[STATE/CLUB NAME]** #TrueLeaders participate in this year's #4HNYSD challenge, Drone Discovery!

Check out these future scientists of **[STATE/CLUB NAME]**, celebrating #4HNYSD at **[LOCATION]**!

**[STATE/CLUB NAME]** are getting a lesson in #science and flight during this year's #4HNYSD challenge, Drone Discovery!

Check out these amazing photos from #4HNYSD in **[STATE]**, proving that #4HGrowsHere!

Thanks to nat'l #4HNYSD partners @HughesNet @LockheedMartin @USCellular & sponsor @DJIGlobal for believing in #TrueLeaders of STEM!

Visit [www.4-H.org/NYSD](http://www.4-H.org/NYSD) to download social media images like this to promote your event on Facebook, Twitter, Instagram and YouTube:



# Talking Points

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## About 4-H National Youth Science Day (NYSD)

- 4-H NYSD is the world's largest youth-led STEM challenge. It is an interactive learning experience that gets youth excited about science, technology, engineering and mathematics (STEM).
- Youth in **INSERT CITY/COUNTY** will join approximately a hundred thousand other youth throughout the world, who are also conducting this same experiment.
- 4-H NYSD spotlights the many ways millions of youth are engaging in 4-H STEM programs year-round.
- Created to combat a shortage of American young people pursuing science college majors and careers, 4-H NYSD seeks to spark an early youth interest and leadership in science.
- This year marks the ninth the annual 4-H National Youth Science Day.
- The national partners for 2016 4-H NYSD are Lockheed Martin, HughesNet and U.S. Cellular. DJI is a national sponsor.
- Every year, youth complete more than 5 million 4-H STEM projects in robotics, agricultural science, rocketry, wind power, environmental science and alternative energy.
- Past 4-H NYSD experiments include:
  - 2015 – “Motion Commotion”
  - 2014 – “Rockets to the Rescue”
  - 2013 – “4-H Maps & Apps”
  - 2012 – “4-H Eco-Bot Challenge”
  - 2011 – “Wired for Wind”
  - 2010 – “4-H<sub>2</sub>O”
  - 2009 – “Biofuel Blast”
  - 2008 – “Helpful Hydrogels”

## About the Experiment

- The 2016 National Science Experiment is “Drone Discovery.”
- The experiment was designed by Cornell University Cooperative Extension.
- The three-part challenges explores the design, operation and purpose of drones in the real world.
- The challenge guides youth through the engineering design process to develop drone-based solutions to real-world problems.
- Through the challenge, youth come to understand concepts including flight dynamics, drone safety, drone operation, payload/remote sensing, and more.

## About 4-H

- 4-H is the nation's largest youth development organization. We grow confident young people who are empowered for life today and prepared for career tomorrow.
- For more than 100 years, 4-H has been at the forefront of teaching youth about science, engineering and technology.
- *According to a recent Tufts Study:*
  - 4-H'ers are **two times** more likely to participate in **science programs** during out-of-school time activities (grades 10-12);
  - 4-H girls are **two times** more likely (grade 10) and nearly **three times** more likely (grade 12) to take part in **science programs**, compared to girls in other out-of-school time activities.
- 4-H'ers are tackling the nation's top issues, from global food security, climate change and sustainable energy to childhood obesity and food safety.
- 4-H serves youth in rural, urban, and suburban communities in every state across the nation.

# Press Release Template

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## **[Dozens/Hundreds] of [CITY/COUNTY] Youth to Explore Drones in World's Largest Youth-Led STEM Challenge**

***By taking part in the ninth annual 4-H National Youth Science Day, they will join 100,000 other youth in discovering the world of drones through hands-on experiences***

[INSERT CITY] (DATE) --- Youth in [CITY/COUNTY] will join approximately a hundred thousand youth across the world in leading the ninth annual *4-H National Youth Science Day* (4-H NYSD) challenge. This year's challenge, called *Drone Discovery*, introduces youth to the burgeoning field of drones in a hands-on, interactive design challenge.

[INSERT CITY/COUNTY] youth will conduct the *Drone Discovery* challenge on [INSERT DATE] at [INSERT LOCATION OF EVENT]. *Drone Discovery* will teach youth a wide variety of topics related to unmanned flight including flight dynamics, aircraft types, safety and regulations, remote sensing and flight control. Designed by Cornell University Cooperative Extension, the hands-on, three part engineering design challenge will allow youth to experiment with fixed and rotary wing designs, explore the concept of remote sensing and dive into the world of coding for real-world drone applications.

"[INSERT QUOTE FROM LOCAL 4-H SPOKESPERSON]," [INSERT NAME, TITLE]

[IF APPLICABLE, ADD INFORMATION ABOUT LOCAL EVENT INCLUDING SPECIAL GUESTS, LOCAL PARTNERS, HOW TO REGISTER, ETC.]

4-H NYSD is the world's largest youth-led engineering design challenge, drawing nearly 100,000 participants in 2015. In addition to the event in [INSERT CITY/COUNTY], youth will conduct the challenge at hundreds of local events in all 50 states, and in countries around the world. National 4-H Council will host the flagship national event, with hundreds of youth participating in the challenge on October 5 in Washington, D.C. The 2016 4-H NYSD national partners are HughesNet®, Lockheed Martin and U.S. Cellular. DJI, the world's largest maker of consumer drones, is the national sponsor.

[INSERT QUOTE FROM LOCAL 4-H YOUTH. SAMPLE QUOTE:] "I participated in 4-H National Youth Science Day last year and had great time learning about the physics of motion," said [INSERT NAME OF LOCAL YOUTH]. "NYSD helped me realize that I really enjoy science, so now I'm really interested in studying STEM topics school. A big part of that is because NYSD uses fun activities to show how science applies to the real world. I think drones are awesome, so I can't wait to try out *Drone Discovery* this year!"

All youth are invited to participate in 4-H NYSD. Additional information can be found at [www.4-h.com/nysd](http://www.4-h.com/nysd), including information on how to register and get involved. Engineering design challenge kits are available for pre-sale at [www.4-HMall.org/nysd](http://www.4-HMall.org/nysd). Each kit comes equipped with all the materials necessary for 10 youth to complete the challenge, including instruction booklets for both youth and adult facilitators.

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**About [STATE] 4-H**

*4-H, the nation's largest youth development organization, grows confident young people who are empowered for life today and prepared for career tomorrow. 4-H programs empower nearly six million young people across the U.S. through experiences that develop critical life skills. Insert State Boilerplate Language*

# Media Advisory Template

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## MEDIA ADVISORY

### **[INSERT COUNTY/CITY] Youth Join Thousands in World's Largest, Youth-Led STEM Challenge**

***2016 4-H National Youth Science Day explores the world of drones through  
hands-on challenges***

**WHAT:** Approximately **[INSERT ESTIMATED # OF YOUTH PARTICIPANTS]** youth will lead the ninth annual *4-H National Youth Science Day (4-H NYSD)* challenge in **[INSERT CITY/COUNTY]** this year. They will join approximately 100,000 other youth who will also be completing the challenge.

This year's challenge, called Drone Discovery, will feature **[INSERT CITY/COUNTY]** youth learning about a wide variety of topics related to unmanned flight including flight dynamics, aircraft types, safety and regulations, remote sensing and flight control. Designed by Cornell University Cooperative Extension, the hands-on, three part engineering design challenge will allow youth to experiment with fixed and rotary wing designs, explore the concept of remote sensing and dive into the world of coding for real-world drone applications.

**WHEN:** **[INSERT DAY, DATE, TIME OF EVENT]**

**WHERE:** **[INSERT LOCATION AND ADDRESS OF EVENT, INCLUDING PARKING INFO]**

**VISUAL:** Approximately **[INSERT CITY/COUNTY AND NUMBER OF YOUTH]** youth will gather to complete the *Drone Discovery* challenge. *Drone Discovery* is highly engaging, and will showcase youth working together to solve real-world problems with propcopters, hand-made gliders, remote sensors, and computer programs.

**[ADDITIONAL DETAILS ABOUT SPEAKERS, DISPLAYS, DRONE  
DEMONSTRATIONS, ETC. -- ANYTHING THAT MAY ADD VISUAL APPEAL.]**

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**Contact:**

**[INSERT CONTACT NAME  
TITLE  
AFFILIATION  
ADDRESS  
PHONE  
EMAIL]**

**Links:**

4-H NYSD – [www.4-H.org/NYSD](http://www.4-H.org/NYSD)

# Collateral, Advertisements and Email Images

We have created artwork that can be edited with your information to promote your event and 4-H NYSD participation, along with a variety of advertisements for online use. Collectively, we will promote and showcase the powerful impact a fun, hands-on STEM learning experience can have on our nation's youth. Please download these creative documents at [www.4-H.org/NYSD](http://www.4-H.org/NYSD) so you have the option to customize the documents with your own event information before printing:

## Collateral

- Flyer
- Bookmark

## Print Advertisements

- Half-page print ad
- Quarter-page print ad

## Online Advertisements

- 728x90 web banner
- 300x250 web banner
- 160x600 web banner

## Email Images

- Header
- Footer



# Fundraising Guide

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4-H NYSD is a great opportunity for you to solicit fundraising support from your community for your STEM programs. This can also help you create loyal 4-H supporters and raise community awareness of 4-H. Here are some suggestions and best practices to make the most of this potentially lucrative opportunity.

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Begin by developing a prospect list of companies and individuals that may donate to this cause:

- Research what local businesses support youth development and STEM
- Reach out to the owners of these businesses and ask to speak with them about 4-H NYSD
- When you talk with them bring information on both NYSD and the other STEM programs being operated in your county. Explain the huge impact these programs have on engaging and interesting youth in STEM
- Make sure to share the benefits they will receive for supporting you. One of the reasons companies donate is to get their name in front of new audiences and strengthen their brand
- Sample benefits include:
  - Logo inclusion (signage, website, program book, etc)
  - Opportunity to hand out collateral to event attendees
  - Opportunity to speak at local 4-H NYSD event

Also look at the individuals who may be interested in supporting 4-H STEM programming

- Does your 4-H have a list of past donors? Add those to your list as well
- Send an email solicitation telling them about NYSD and your valuable STEM programming and requesting they support it with a donation
- If you have the man-power host a call night, and have volunteers call your supporters asking for their support

Don't forget to ask for In-Kind Donations!

- Some companies won't be able to support you with funds but may give you an in-kind donation for your event, like printing or food! This can significantly lower your event costs

#### Steward all your donors

- Be sure to send a thank you note after the event
- Send a tax receipt so they can write off their donation as well. This should include the amount of their tax-deductible donation (the amount they donate minus the value of any benefits they may receive i.e. tickets or meals) and your 503(c)'s EIN
- Make sure to stay in touch with your donors throughout the year! This will make them more likely to donate again in the future

## Closing Notes

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We are grateful for your support of 4-H NYSD. It enables 4-H to energize youth of all ages in STEM and also engage with members of the community. We can not only educate the community on the importance of STEM education, but we also get to showcase the 4-H experience and impact.

Additional To-Dos:

- **Register your event and let us know how many youth you are engaging in 4-H NYSD at [www.4-H.org/NYSD](http://www.4-H.org/NYSD).**
  - We will be populating a map with all events – make sure you are represented!
  
- **Share at least one youth impact story from this partnership**
  - We want to hear how youth are engaging in STEM in your community!  
You can upload the impact stories at [www.4-h.org/Share](http://www.4-h.org/Share).

### **DON'T FORGET TO SHARE ON SOCIAL MEDIA: #4HNYSD**

Show the world how you're taking part in the world's largest youth-led STEM challenge. Join the thousands of other 4-H Clubs, groups and young people who will be sharing photos and comments from their exciting 4-H NYSD experience on Facebook, Twitter and Instagram with the hashtag: **#4HNYSD!**

**Thank you for your participation and support!**

## Contacts

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If you have any questions specific to this toolkit, please contact the following people:

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