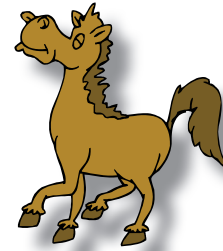


FINALLY! THE PERFECT FUNDRAISER FOR 4-H!

SAFETY STANDARDS

- Voluntary participation
- Member permission requires written permission from a parent or guardian
- Member should be identifiable as 4-H member by wearing 4-H clothing or pin
- Adults must supervise the sales activities of all members regardless of age level
- A parent, guardian or other adult must know each member's whereabouts when engaged in product sales
- All state and local ordinances relating to the involvement of children in money-raising activities must be observed
- Members may not sell product by posting information and making transactions on the internet
- A 4-H club or county may promote its sale via the internet or sell product via the internet during the time of the sale, provided transactions and emails are handled by an adult
- An adult must be present at all times when 4-H members operate a direct sale in a store, mall or any other public place. Seek permission from appropriate authorities when planning a booth in a public space
- Members should give money to the accompanying adult
- Adults should not carry large amounts of cash (recommended not more than \$50.00)
- Members should never enter a customer's house
- Members should never give out their names, addresses, telephone numbers or email addresses to unknown customers. Give an adult's name and telephone number or a group email to handle complaints or reorders
- Obey laws and practice safe habits when crossing busy streets, or walking in a parking lot. Use sidewalks whenever possible and do not walk across yards
- Never approach a vehicle to sell product to someone
- Do not accept bills larger than \$20.00



Begin a new fundraising tradition that will have people asking you, "When will 4-H be selling the pet treats again?"

1-877-805-0452

FINALLY! THE PERFECT FUNDRAISER FOR 4-H!

FUNDRAISING TIPS

ATTITUDE IS EVERYTHING!

- Be excited about what your club is doing and what they have to offer. Selling pet treats is new and unique. People love their pets and love to talk about their pets.
- Approach customers with enthusiasm. Be proud of your participation in 4-H Youth Development Programs and its rich tradition of educational opportunities.

CREATE A CLUB OR COUNTY GOAL

- Plan a trip, activity or service project related to 4-H Youth Development. Share your goal with customers, family, and friends. Tell everyone; they will want to support you and your 4-H club.
- Have individual members set a personal goal.
- Remember, effort and time spent will determine success; a very valuable "life skill" lesson.

PRACTICE YOUR PRESENTATION

- Let members role play asking customers to buy. Have them use props and dress up as possible adult customers. Learn about other member's pets. Have fun with it.
- Know details about the product. Best In Show Pet Treats for 4-H Fundraising are superior quality and 100% made in the USA.
- Train sellers to make product recommendations.
- Help sellers anticipate objections. For example, "I don't have a pet." Arm members with a positive response about donating to a local animal shelter while helping the educational and community service objectives of 4-H.

GET PARENTS INVOLVED

- No member can be successful without family support.
- Hold a parent meeting. Let members share the program and their goals with parents and/or guardians.

REMIND SELLERS TO:

- TAKE THEIR ORDER CARD WITH THEM THROUGHOUT THE SALE. CUSTOMERS ARE EVERYWHERE!
- LOOK IN THEIR FAMILY DIRECTORY FOR POTENTIAL CUSTOMERS.
- CONSIDER THEIR OWN EMAIL DISTRIBUTION LIST TO FRIENDS AND FAMILY STATING THEIR GOAL AND HOW MUCH THEY WOULD APPRECIATE THEIR HELP IN REACHING THEIR GOAL.
- DON'T PROCRASTINATE GETTING STARTED. DO A LITTLE EVERY DAY, WHATEVER TIME ALLOWS.



You can find a sample email at www.pettreats4youth.com under Forms & Sales Materials

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