Six principles to help make the Centennial Successful

**Simplicity** – Strip it down to the core message, and be a master of the exclusion. Being simple and profound is the key. “Less is more.”

**Unexpectedness** – Must generate interest and curiosity – something contrary to expectations or not in accordance with what would naturally be assumed or expected. “I know it’s counterintuitive, but the highest grade in this system is D and the lowest is A.”

**Concreteness** – Explain ideas in terms of human actions, in terms of sensory information. An example would be a proverb – a short well-known saying that expresses an obvious truth and often offers advice. Examples: “A bird in hand is worth two in the bush.” “You can’t have your cake and eat it too.”

**Credibility** – Sticky ideas (important ideas) have to carry their own credentials. We need ways to help people test our ideas for themselves – a “try before you buy” philosophy. Statistics and facts don’t cut it for most folks. But give them a way to relate that information to their daily lives and they will understand the relevance.

**Emotions** – How do we get people to care about our ideas? We make them feel something. Harness emotions! Think of commercials that get you to act or buy! Example: What does “think GREEN” mean to you?

**Stories** – How do we get people to act on our ideas? We tell stories. Think of the children’s game “Grapevine” or “Gossip.” And as we know in real life, the outcome is not always good. So have a positive story or message that you stick with.

Adapted from Made to Stick by Chip Heath and Dan Heath

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What Can Individuals, Clubs and Counties Do?

**Centennial Logo and Slogan** – be consistent in its use.

**Centennial Celebration Web site** will be up by August 1 with calendars, support materials, stories, etc.

**Everyone’s help and support is needed to collect history** – Identify stories and alumni before they are lost – much like our WWII stories.

The **success of our Centennial year will come from local and county programs** not top (state) down. YOU are our eyes, ears, feet and hands for making it all come together and happen.

**Help is needed to identify people and stories.**

1. Train youth and adults to research and plan for an interview, conduct an interview and write copy which records that history. Traveling workshop on Alumni Video Production and curriculum titled History Mysteries coming soon.

2. Assist Marketing Coordinator, Jessica Stewart, in identifying potential alumni, members, volunteers and stories that can be pitched to media contact for direct interviews – magazines, newspaper, TV, radio, etc.

There will be opportunities for youth and adults to write copy, collect photos, and even video tape some interviews.

Written permission is needed from anyone whose name or picture is published – print, film or audio. There will be a permission slip on the centennial Web site.

**CENTENNIAL ROAD TRIP Registering County Sites/Activities** – We are seeking to identify and post with 4-H historical significance, geographical or geological interest, educational, social/recreational, service opportunity, or clubs interested in an intrastate exchange experience. The activities/ideas being posted will be a resource for clubs planning Road Trip activities on location or in route during a day trip, overnight or multi-day trip.

Adult volunteers, youth and county educators have been assisting us with this process. A project goal is to have sites identified in all 77 counties. Please work with the county Parent-Volunteer Organization, Teen Leaders, County Officers, etc. to identify sites by **AUGUST 1, 2008**.

The County Site Registration Form and Intrastate Exchange Registration forms are attached to the June Focus on Youth. [http://oklahoma4h.okstate.edu/focus/](http://oklahoma4h.okstate.edu/focus/)
### Goals

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<th>Honoring</th>
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| **Increase membership and retention in 4-H and encourage a greater sense of commitment from current membership.** | • Draw upon recent alumni and our membership to assist in developing a marketing package for “today’s” youth  
• Establish committees of recent alumni and current members to identify trends for future programming efforts | • Each One Reach One – recruit & retain 100 new members  
• Draw upon current membership and recent alumni to assist in developing a marketing package for “today’s” youth  
• Establish committees of current members & recent alumni to identify trends for future program efforts |
| **Increase the number of adult volunteers trained to work with youth as project leaders, activity leaders and club leaders.** | • Identify club leaders and volunteers who can be interviewed by youth  
• Draw upon past club leaders and volunteers by having them do programs as part of the county Parent-Volunteer Training | • Each One Reach One – recruit, train & retain 100 new volunteers  
• Focused and planned method for recruiting and retaining new volunteers |
| **Increase the knowledge of what 4-H is, was and will be in Oklahoma.** | • Curriculum – *History Mysteries* - Investigative Reporting and recording of our history. Fall 2008  
• 4-H commercials, billboards, news releases, periodicals, TV, radio, displays, web pages, gardens, banners, holiday light displays, parades, inserts, athletic/public events, etc  
• Septemberfest – September 6, 2008 at the Governor’s Mansion | • Begin publishing an annual e-scrapbook of club history on CD for every club member  
• Establish a county history committee of youth and adults who will maintain the historical records of club and county programming  
• Establish a centennial garden at a local or county public location to be maintained by a Junior Master Gardener club  
• Time capsule – Create a time capsule every 5 years to store club or county history |
| **Encourage all counties to discover their 4-H heritage by recognizing the time, talents and resources of people and events which contributed to that rich history.** | • Ag in the Classroom lesson – *Head, Heart, Hands, Health and Oklahoma Groundbreakers*  
• Alumni Exhibits at County and State Fairs  
• Museum, Historical Society and library exhibits/displays  
• Reunions or Birthday parties for Key Club, County – Hall of Fame, officers, etc. at the county level – 2009  
• Birthday boxes or bags for alumni, retired staff, volunteers, etc  
• Traveling Workshop – Centennial Alumni Video Production – Fall 2008, Spring 2009  
• Special County & State Fair Exhibits 2008 & 2009  
• Centennial Reenactments – Life in the times of a (decade ~1930’s) 4-H member. 2008-2009  
• 4-H Road Trip – 2008-2009  
• Top 100 Creative Citizenship Projects – July 2009 | • Establish permanent exhibits or archival systems at local or county historical museums/societies for retaining and recording history being made. |
| **Host a statewide Homecoming Event** | • County/District Homecoming events/celebrations, dance, parade  
• County/District Homecoming events/celebrations, dance, or parade  
• State Homecoming Event – Fall 2009  
• State Fair Birthday Bash | • Brick pavers or permanent site for recognizing 4-H contributions to the community |
| **Publish a comprehensive book of the history of Oklahoma 4-H.** | • 4-H History Book/DVD – compiled from stories, interviews and collectables identified by members, volunteers, alumni and staff. Spring 2010 | • 4-H History Book/DVD – compiled from stories, interviews and collectables identified by members, volunteers, alumni and staff. Spring 2010 |

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**Designated “birth date” OCTOBER 10, 2009**

Jessica Stewart, *State 4-H Marketing Coordinator*

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