

THE PERCEIVED EFFECTIVENESS OF  
FUND RAISING METHODS UTILIZED  
BY COUNTY 4-H PROGRAMS IN  
OKLAHOMA

By

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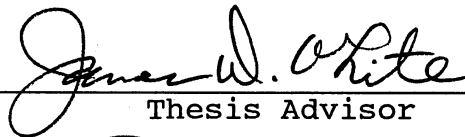
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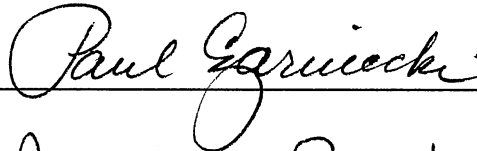
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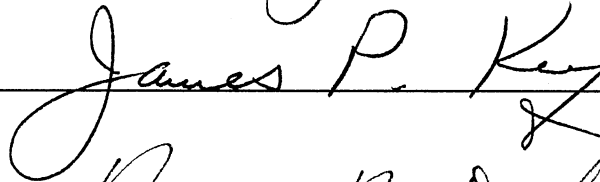
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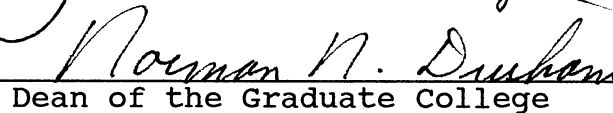
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Thesis Approved:

  
Thesis Advisor





  
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Two are better than one, because they have a good return for their work: If one falls down, his friend can help him up. But pity the man who falls and has no one to help him up! Ecclesiastes 4:9-10

Just as the writer of Ecclesiastes gave praise to those who serve as encouragers, so must the writer of the thesis. It is without question that this manuscript could not have been completed without the constant assistance, encouragement, and patience of a host of friends and family.

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With the assistance and guidance offered by so many, it is my hope that the total experience can be summed up by those immortal words--so thoughtfully penned... "and a good time was had by all!"

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## CHAPTER I

### INTRODUCTION

Johnson, (10) in the feature article, "4-H Resource Development - Partnership for the Future," pointed out, Serving millions of future 4-H'ers will require millions of yet unraised dollars. If we are to adequately meet this challenge, we must each see resource development as a vital part of our 4-H job . . . Because resource development is an opportunity to match the finest youth programs in America with people . . . people glad to respond to the wholesome aspects of our cause(p.5).

Limited resources cause many programs to reduce in size and scope until their effect is questionable. The 4-H program has grown into the nation's largest youth group since it's start in the early 1900's. This program must emphasize the procurement of resources to effectively fund its activities in the years ahead for continued growth.

#### Statement of the Problem

Almost every non-profit organization is faced with a lack of adequate funding. This same problem holds true in the 4-H program. Recent state and federal budget cuts have resulted in staff reductions within the 4-H program. The cuts mandate that 4-H agents become more efficient in the use of their time if the program is to avoid major downsizing. Reductions, occurring during a sluggish economy

and at a time of needed program expansion have forced a high prioritization of private sector resource development. To effectively finance the 4-H program fund raising activities must become increasingly efficient. To aid in this endeavor research is needed to identify the methods being used at present to secure private funds. It must also be determined whether these methods are producing the desired results based on funds raised, efficiency of resources utilized and positive visibility generated in the community.

#### Purpose of the Study

The purpose of this study was to determine the perceptions of Extension 4-H Agents/field staff regarding fund raising efforts currently utilized by county 4-H programs in Oklahoma.

#### Objectives of the Study

In order to achieve the intent of the study the following objectives were established:

- 1.To identify the criteria used by 4-H agents/field staff for selecting fund raising activities.
- 2.To identify the group(s) most often involved in conducting fund raising activities; and the group(s) for which specific fund raising efforts are targeted.
- 3.To identify areas where efficiency could be increased by a coordinated effort among county programs.

4.To identify successful fund raising activities as perceived by 4-H agents/field staff based on amount of profit per worker involved in the activity.

5.To identify successful fund raising activities as perceived by 4-H agents/field staff based on the profit realized relative to time expended on the project.

6.To identify the methods perceived by 4-H agents to generate the most positive visibility for 4-H within the community.

7.To determine the history of fund raising efforts conducted by county 4-H programs and identify the person(s) and/or official(s) who provide leadership for fund raising activities.

#### Scope and Limitations of The Study

This study was limited to extension 4-H agents/field staff in the 77 counties of Oklahoma. It was based on the field staffs' perception of the success of fund raising activities, and not on actual dollar values.

The study focused on the fund raising activities of the past two years. It should be noted that some fund raising activities were excluded in those counties that conducted more than three fund raising activities in the past 2 years.

#### Definition of Terms

Certain terms have specific meanings as related to this study, and will be used as defined below.

Extension 4-H Agent/field staff: includes field staff employed by the Oklahoma Cooperative Extension Service. The field staff interviewed consisted of 4-H agents as well as Agriculture or Home Economics Agents with 4-H responsibilities including a major responsibility for 4-H fund raising in the county.

Fund Raising Activity: as used in this study is synonymous with the terms fund raiser, fund raising effort, fund raising project, and fund raising program and includes all types of activities designed to increase available private funds for the county 4-H programs. These activities generally break down into the following: 1) Solicitation of donations, 2) Special events, 3) Sales of services and 4) Sale of commercial products.

Cooperative Extension Service: Established by the Smith-Lever Act of 1914, this organization was charged with the responsibility of delivering research from land-grant universities to the citizens in all areas of the state. The cooperative part of the extension service refers to the partnership between the United States Department of Agriculture, the state land-grant university, and county government.

## CHAPTER II

### REVIEW OF LITERATURE

#### Introduction

The review of literature identified several directly related articles and reports, and a sampling of indirectly related studies of fund raising in other youth groups. The review was presented with topic headings to guide the reader. The topics included: 1) The Purpose of 4-H, 2) Fund Raising's Place in the 4-H Program, 3) Selecting Fund Raisers, 4) Implementation of the Fund Raiser, 5) The Determinants of Success, and a summary.

#### The Purpose of 4-H

The mission of 4-H, as advocated by Miller (11) is: "To help youth ages nine to nineteen, become self directing, productive and responsible members of society"(p.1). Miller further stated that the 4-H program had its beginning in the early 1900's and was originally intended to teach boys to grow corn and girls to can tomatoes. Early in the program it was realized that a young person's self-esteem could be increased by helping him have a successful experience in these short term projects. The program has

grown from a modest beginning to a membership of over five million members comprising the largest youth organization in the nation, according to recent United States Department of Agriculture Statistics (5).

Wessel and Wessel (17) in their book 4-H: An American Idea indicated that 4-H members participate in 4-H programs under the guidance of field staff of the Cooperative Extension Service. The extension agents/field staff are assisted by a cadre of volunteer leaders at the local, county, state and national levels. The members participate in a multitude of projects ranging from the traditional agriculture and home economics projects to modern energy and computer technology.

#### Fund Raising's Place in the 4-H Program

The original corn and canning clubs of the early 1900's utilized resources which were found in every home and generally did not require extra funds. As the program grew, so did the need for additional resources to fund supplies, travel, competitive events, and awards.

Wessel and Wessel (17) record one of the earliest organized fund raising programs on the local and county level. This program was a result of an experiment by the state leader of Arkansas, W.J. Jernigan. He decided to let one of the more active local clubs design its own program, including financing the year's activities. As a result of this club's success, county clubs collectively planned a



county program that included contest rules and a budget. One of the outcomes of this experiment was a sense of responsibility by the local clubs for raising funds. As a result in 1920, the Arkansas Cooperative Extension Service developed a publication describing a process for local club fund raising which became a model throughout the country. This experiment set the stage, allowing those members who were involved to develop a feeling of ownership of the program by their participation in planning and structuring the annual plan of activities.

In the article "Money Should Serve" (12) carried by the National Boys' and Girls' Club News it was reported that although money was necessary to conduct activities in the 4-H club, different clubs required different amounts of money to operate. It was also pointed out that if a club was spending their money correctly, it was unlikely that they would ever have excess funds on hand.

Fund raising projects, although essential for club operation, should be closely monitored. This was pointed out by Doby (2) in dealing with fund raising in the FFA program when he stated on page 62:

The advisor should not allow money raising activities that consume too much of the members time. It must be remembered that the raising of funds is only a subsidiary purpose or function of the local FFA chapter.

Furthermore, other authors seem to be in agreement with Doby in expressing warnings that fund raising should not be allowed to become the major emphasis of the club.

There are several positive aspects of fund raising which were mentioned by various authors. Drew, (3) in the article "Fund Raising: Earning and Learning," summed up the sentiments of most of those authors when she said "Fund raising projects are an important part of a successful 4-H program, not only to support activities but also to provide valuable learning experiences"(p.10).

A popular argument in favor of fund raising is that dues could keep some young people from joining, whereas a group fund raiser allows every member to work to supply the club finances. This position is identified in the Ohio 4-H Advisor Home Study Course (9) and supported by Hamlin (10) in Research of FFA chapters.

#### Selecting Fund Raisers

There are numerous types of fund raisers that a group can undertake. According to Fund Raising for Parks, Recreation, and Cultural Resources (4):

Fund Raising is a selling plan. It depends on communicating purposefully with people by asking them for support. There are many methods of fund raising, many rules, and just as many exceptions to the rules(p.1).

The different types of fund raisers identified in the literature were as follows: 1) solicitation of donations, 2) special events, 3) sale of services, and 4) sales of commercial products.

The article "Fund Raising Plan for Success" (6) states that when selecting the type of fund raiser it is important

to define circumstances in regard to: 1) the amount of money necessary to raise, 2) when the money must be available, 3) the number of members that are willing to work on the project, and 4) the fund raisers most recently conducted.

Fund Raising for Parks, Recreation, and Cultural Resources (4) reports that solicitation of donations is the most time efficient and economically efficient way to raise money. Emerson, et al., (4) also proposed that if publicity was as important to the group as additional funds, it would be more effective to be "showy" with a special event in order to create high visibility instead of high financial return. It is important to determine the total amount of financing needed before selecting a fund raising activity. For a short-term or one-time-only project, The 4-H Leader, (13) in its article "Planning Your Fund Raiser for Success" suggests that members identify goods and services that they could provide and incorporate these into a fund raising project. The same article also suggests that for substantial funding or long range needs it is best to develop a drive based on the sale of commercial products.

The following standard was proposed in the 4-H Leader article "Fund raising Plan for Success" (6) as criteria for selecting a commercial product to sell: 1) select a product that offers high quality and fair price, 2) select a product that is marketed by a reputable firm, 3) the company selected should allow for return of merchandise, 4) the

company selected should offer a consignment plan, 5) company representatives should offer assistance in your effort, 6) the item sold should offer a worthwhile return on your effort, 7) the item sold should offer ease of storage and handling, 8) the item sold should offer good shelf life, and 9) the item sold should present the opportunity for multiple sales.

Virnig (16) stated that the fund raiser should be tailored to the club and community, and added that while some projects work beautifully in some areas, they may be dismal failures in others. Based on this information it seems advisable for field staff to look at fund raising projects being done in situations similar to their own. It is also advisable to look at how successful those events are in terms of time, finances, and people power.

In recommendations concerning the selection of fund raisers, Virnig (16) sums up the purpose of these activities when she says:

Although sometimes you may have to settle for a good way to make money quickly, ideally your goal should be to come up with a project that will become a worthwhile activity in itself(p.18).

#### Implementation of the Fund Raiser

In the article "Do Earnings and Savings Projects Present a Problem in Your Chapter?" Hinkle (8) states that:

Properly selected fund raising activities should be of the nature to challenge the students to take an active part and not leave all the work for the instructor, after all, the program belongs to the members, not the teacher(p.15).

White (18), in his evaluation of chapter fund raising activities adds that the fund raiser should involve the total membership, and not be performed by a small number of the members.

It is important to reinforce the educational aspects throughout the fund raiser, and not allow them to be overlooked. Young people will have the opportunity to gain skills in decision making, reasoning, planning, and communication in most fund raising activities. When a fund raising activity is selected, developed properly, and executed efficiently, education will also take place. Roberts (14) also reports that "You'll find that people will respond readily to a good presentation, a good product, and a good cause" (p.46).

#### The Determinants of Success

Even more numerous than the types of fund raisers available, are the benefits associated with fund raising. While the basic purpose is a desired increase in available funds, success can be measured in many different ways. A drive that is successful in increasing the visibility of the organization may not result in a large amount of profit. This drive may, however, set the stage for greater successes in future fund raising endeavors. The public relations aspects brought forward by Roberts (14) included:

Other than the obvious goal of raising money, a fund raising drive can also be an important public relations tool, spreading good will and awareness of 4-H in your community (p.17).

In her article written for the National 4-H News, Belshaw (1) was supportive and agreed that visibility was a definite asset in any fund raising program.

Along with actual funds raised and visibility acquired, another important determinate of success was whether the members developed as individuals by participating in the project. The National Boys' and Girls' Club News carried the article "Run Market in Store" (15) about a 4-H fund raising project that helped young people raise money to buy books and clothes for school. The writer reported that "Besides the money they have earned this way, they have learned to meet people and do business with them, which they say is a most valuable experience" (p.5).

#### Summary

This review of literature emphasized the importance of education and educational activities provided through 4-H Clubs. It was also pointed out in the literature that fund raising activities, when developed properly, play an important role in maintaining a balanced 4-H program.

Although numerous types of fund raisers were utilized, the basic purpose was the same for each activity; to provide private funds for 4-H program development. Some fund raisers provide visibility, some provide education and/or entertainment, while some provide training for communication as well the development of life skills.

Furthermore, it should be noted that the literature emphasized the importance of maintaining a balance between fund raising programs and other educational activities. In addition, it was stressed that the fund raising activities should be closely monitored.

Throughout the fund raising activities, however, it should be remembered that the basic purpose of the 4-H program was to assist young people in their personal growth and development. If fund raisers were selected based on this basic premise, it is doubtful that many problems would ever occur.

## CHAPTER III

### METHODS AND PROCEDURES

#### Introduction

The intent of this chapter was to provide a description of the procedure by which this study was conducted. The procedures used were mandated by the purpose of the study.

The purpose of this study was to determine the perceptions of Extension 4-H Agents/field staff regarding fund raising efforts currently utilized by county 4-H programs in Oklahoma. The objectives of the study provided direction for the design of the instrument and the procedure by which it was administered. The objectives selected were:

1. To identify the criteria used by 4-H agents/field staff for selecting fund raising activities.
2. To identify the group(s) most often involved in conducting fund raising activities; and the group(s) for which specific fund raising efforts are targeted.
3. To identify areas where efficiency could be increased by a coordinated effort among county programs.
4. To identify successful fund raising activities as perceived by 4-H agents/field staff based on



amount of profit per member involved in the activity.

5. To identify successful fund raising activities as perceived by 4-H agents/field staff based on the profit realized relative to time expended on the project.
6. To identify the methods perceived by 4-H agents/field staff to generate the most positive visibility for 4-H within the community.
7. To determine the history of fund raising efforts conducted by county 4-H programs and identify the person(s) and/or official(s) who provide leadership for fund raising activities.

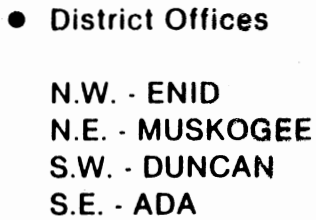
#### Population of the Study

It was determined that because there are only 77 county programs that the total population of 4-H agents/field staff in Oklahoma was more appropriate than a random sample for this study. The population was comprised of the 4-H Agent/field staff in each of the 77 County Extension Offices in Oklahoma with a major responsibility for fund raising.

#### Surveying Procedure

The survey was conducted during May, 1989. A telephone survey was selected as the most effective procedure for gathering information from the total population.

# A GEOGRAPHIC DISTRIBUTION OF 4-H AGENTS AND FIELD STAFF IN THE SEVENTY-SEVEN COUNTIES IN OKLAHOMA



\* denotes counties with 4-H Agents, + denotes counties with staff sharing 4-H responsibilities

The researcher contacted each "agent" during regular office hours to gather their responses to the items on the research instrument. Calls were made possible through the assistance and support of the state 4-H office at Oklahoma State University.

### Instrument Development

The initial draft of the instrument was based on studies discovered in the review of literature. This draft was revised following visits with Cooperative Extension Service personnel on the county and state level. Revisions were also made on recommendation of the researcher's thesis committee.

Pilot testing was performed in telephone interviews with 4-H agents in Oklahoma that did not have major responsibility for fund raising activities in their county, as well as out of state 4-H agents. A graduate student in the Agriculture Education Department at Oklahoma State University also participated in the pilot test.

The instrument consisted of three main parts; Part 1 solicited demographic information, Part 2 solicited data specific to each fund raising activity, and the agents perception of the activity in question, and Part 3 was an overall ranking of the counties fund raising activities based on four specific indicators of success. The questions selected to be included in the instrument were dictated by the objectives of the study.

## Analysis of Data

To gather the information relative to 4-H agents/field staff perception of current fund raising activities, a telephone survey was conducted. Frequency distributions, percentages and arithmetic means were the descriptive statistics utilized to describe the data collected. In addition, weighted mean responses for each statement were also determined relative to the respondents' perceptions of profitability on a five point "Likert-Type" scale.

The following numerical values were assigned to the various levels of profitability in this study: NA - not applicable, Very Poor = 1, Poor = 2, Average = 3, Good = 4, and Very Good = 5. Real limits were established at 4.5 and above for "Very Good", 3.5 to 4.49 for "Good", 2.5 to 3.49 for "Average", 1.5 to 2.49 for "Poor", and 0.5 to 1.49 for "Very Poor".

## CHAPTER IV

### PRESENTATION AND ANALYSIS OF DATA

The purpose of this study was to determine the perceptions of Extension 4-H Agents/field staff regarding fund raising efforts currently utilized by county 4-H programs in Oklahoma. To facilitate the reader's understanding of this chapter, the data was presented in progression based on the survey instrument utilized in the study.

#### Population

The study was comprised of the 4-H agent/field staff in each of the 77 county extension offices in Oklahoma with a major responsibility for fund raising. The data in this chapter was presented in table form to facilitate understanding.

Part one of the study, which was comprised of demographic data relating to the history of fund raising activities in the county, was completed by agents/field staff in all 77 county offices in Oklahoma. Information in Part two, relating to the agent/field staff's perception of the counties' three most successful fund raising activities was completed by respondents in 74 county offices in

Oklahoma. It was not possible to gather specific information for this section from 3 counties because of the attrition of 4-H agents/field staff. Part three, related to the field staff's perception of the three major fund raising activities in their county and was based on four indicators of success. For the respondents to have completed part three of the survey, they would have had to evaluate two or more successful fund raising events conducted in their county. This was the case in 57 counties.

For the purposes of this study, 4-H fund raising activities in Oklahoma were divided into four major categories. A listing of these categories and of the activities included in each has been placed in Appendix A.

#### History of County 4-H Fund Raising Activities

One hundred percent of the field staff surveyed reported that their county had conducted a 4-H fund raising effort of some type in the past two years as indicated in Table I. These fund raising activities were previously defined as all types of activities designed to increase available private funds for the county 4-H program.

Table II summarized the responses to the question "who selects the 4-H fund raising activities conducted by your county". The field staff were asked to identify all groups that participated in the selection of these activities.

It should be noted in Table II that in each of the four Cooperative Extension districts, 4-H leaders were identified

TABLE I

A SUMMARY OF WHETHER OR NOT COUNTY 4-H PROGRAMS  
 CONDUCTED A FUND RAISING ACTIVITY DURING  
 THE LAST TWO YEARS BY DISTRICT

---

| <u>Record of 4-H Fund Raising Activity</u> |              |     |             |   |              |     |
|--|--------------|-----|-------------|---|--------------|-----|
| (N=77)                                     |              |     |             |   |              |     |
| District                                   | <u>"Yes"</u> |     | <u>"No"</u> |   | <u>Total</u> |     |
|  | n            | %   | n           | % | n            | %   |
| Northeast                                  | 21           | 100 | 0           | 0 | 21           | 100 |
| Northwest                                  | 17           | 100 | 0           | 0 | 17           | 100 |
| Southeast                                  | 20           | 100 | 0           | 0 | 20           | 100 |
| Southwest                                  | 19           | 100 | 0           | 0 | 19           | 100 |
| Total                                      | 77           | 100 | 0           | 0 | 77           | 100 |

---

TABLE II

A SUMMARY OF RESPONDENT'S PERCEPTIONS WITH REGARD TO  
4-H OFFICIALS IN CHARGE OF FUND RAISING BY DISTRICT

| <u>County 4-H Officials</u> |              |      |                |       |                |     |                |      |               |     |
|-----------------------------|--------------|------|----------------|-------|----------------|-----|----------------|------|---------------|-----|
| District                    | <u>Agent</u> |      | <u>Leaders</u> |       | <u>Parents</u> |     | <u>Members</u> |      | <u>Others</u> |     |
|                             | n            | %    | n              | %     | n              | %   | n              | %    | n             | %   |
| Northeast                   | 4            | 21.1 | 19             | 90.5  | 1              | 4.8 | 1              | 4.8  | 1             | 4.8 |
| Northwest                   | 3            | 17.6 | 17             | 100.0 | 0              | 0.0 | 2              | 11.8 | 1             | 5.9 |
| Southeast                   | 8            | 40.0 | 15             | 75.0  | 0              | 0.0 | 2              | 10.0 | 1             | 5.0 |
| Southwest                   | 6            | 31.6 | 18             | 94.7  | 0              | 0.0 | 2              | 10.5 | 0             | 0.0 |
| Total                       | 21           | 27.3 | 69             | 89.6  | 1              | 1.3 | 7              | 9.1  | 3             | 3.9 |



as the major group participating in the selection of fund raisers. On a state-wide basis, 4-H leaders participated in the selection of county fund raising activities in almost 90% of the counties in the state, while field staff participated in the selection in approximately 27% of the counties, and members participated in the selection in over 9% of the counties. However, in almost 4% of the counties "others" assisted in the selection of the activity. This group was comprised of separate fund raising boards, committees, and foundations. Response indicated that in one county in the Northeast district, 4-H parents assisted in the selection of the activities.

The annual average frequency of fund raising activities reported per county in Table III showed a statewide average of 2.21 fund raising activities per county per year. In the Northeast and Southeast districts it should be noted that a large number of counties reported an average of one fund raising activity per year. In the Northwest district, seven counties reported an average of one fund raising activity per year, while an equal number also reported an average of two activities per year. Only in the Southwest district did the number of counties reporting an average of two fund raising activities per year outnumber all other frequencies of occurrence.

Statewide, over 40% of the counties reported conducting an average of two fund raising activities per year. Reporting an average of one fund raising activity per year

TABLE III

THE FREQUENCY OF 4-H FUND RAISING ACTIVITIES CONDUCTED BY COUNTY  
PROGRAMS DURING THE YEAR BY DISTRICT

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| <u>Frequency of Fund Raising Activities</u> |          |      |          |      |          |      |          |      |          |     |          |     |          |     |              |      |
|---|----------|------|----------|------|----------|------|----------|------|----------|-----|----------|-----|----------|-----|--------------|------|
| District                                    | <u>1</u> |      | <u>2</u> |      | <u>3</u> |      | <u>4</u> |      | <u>5</u> |     | <u>6</u> |     | <u>7</u> |     | <u>Total</u> |      |
|   | n        | %    | n        | %    | n        | %    | n        | %    | n        | %   | n        | %   | n        | %   | n            | %    |
| NE  | 8        | 38.0 | 5        | 23.8 | 3        | 14.3 | 3        | 14.3 | 1        | 4.8 | 0        | 0.0 | 1        | 4.8 | 21           | 100% |
| NW  | 7        | 41.2 | 7        | 41.2 | 0        | 0.0  | 2        | 11.8 | 1        | 5.9 | 0        | 0.0 | 0        | 0.0 | 17           | 100% |
| SE  | 9        | 45.0 | 6        | 30.0 | 3        | 15.0 | 1        | 5.0  | 1        | 5.0 | 0        | 0.0 | 0        | 0.0 | 20           | 100% |
| SW  | 1        | 5.3  | 13       | 68.4 | 2        | 10.5 | 2        | 10.5 | 1        | 5.3 | 0        | 0.0 | 0        | 0.0 | 19           | 100% |
| Total                                       | 25       | 32.4 | 31       | 40.3 | 8        | 10.4 | 8        | 10.4 | 4        | 5.2 | 0        | 0.0 | 1        | 1.3 | 77           | 100% |

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\*  $\bar{X} = 2.201$

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were approximately 33% of the counties in the state. Counties reporting an average of three and four fund raising activities per year each totaled 10.4%, while 5.2% of the counties reported an average of five fund raising activities per year. One county in the Northeast district reported conducting an average of seven fund raising activities per year.

Table IV reports the distribution of the criteria given in response to the question "what criteria does your county consider when selecting a fund raising activity". There were 158 separate responses to this open-ended question. To assist in the analysis and organization of the data, the responses were divided into five categories. The category receiving the largest percentage of responses statewide was the "organizational structure" category. This category received over 30% of the responses, and included those responses dealing with tradition, implementation into the existing structure of the organization, and state directed thrusts. Fifty percent of the responses in this category named "tradition" as a criteria. The "profit potential" category accumulated almost 26% of the responses and covered all items relating to profit. The "degree of difficulty" category received approximately 17% of the responses and included items related to ease of selling, ease of marketability, or ease of implementation. Ranking fourth highest in the specific categories was the "time constraints" category which attracted over 11% of the

TABLE IV

A DISTRIBUTION OF THE CRITERIA UTILIZED IN SELECTING  
4-H FUND RAISING ACTIVITIES BY DISTRICT

| District  | <u>Criteria Categories</u>  |      |                         |      |                        |      |                                 |      |             |      |              |      |
|-----------|-----------------------------|------|-------------------------|------|------------------------|------|---------------------------------|------|-------------|------|--------------|------|
|           | <u>Degree of Difficulty</u> |      | <u>Profit Potential</u> |      | <u>Time Constraint</u> |      | <u>Organizational Structure</u> |      | <u>Misc</u> |      | <u>Total</u> |      |
|           | n                           | %    | n                       | %    | n                      | %    | n                               | %    | n           | %    | n            | %    |
| Northeast | 7                           | 13.7 | 15                      | 29.4 | 7                      | 13.7 | 14                              | 27.5 | 8           | 15.7 | 51           | 100% |
| Northwest | 10                          | 27.1 | 8                       | 21.6 | 3                      | 8.1  | 13                              | 35.1 | 3           | 8.1  | 37           | 100% |
| Southeast | 1                           | 4.8  | 5                       | 23.8 | 0                      | 0.0  | 12                              | 57.1 | 3           | 14.3 | 21           | 100% |
| Southwest | 9                           | 18.4 | 13                      | 26.5 | 8                      | 16.3 | 9                               | 18.4 | 10          | 20.4 | 49           | 100% |
| Total     | 27                          | 17.1 | 41                      | 25.9 | 18                     | 11.4 | 48                              | 30.4 | 24          | 15.2 | 158          | 100% |

responses. These responses were linked to time of year, time required for implementation, time required for maintenance, etc. However, the "miscellaneous" category contained slightly over 15% of the responses.

It should be noted that the "profit potential" category received the largest percentage of responses in the Northeast and Southwest districts, while the largest percent of responses in the Northwest and Southeast districts were found in the "organizational structure" category. It was interesting to note that there were no "time restraints" criteria listed in the Southeast district.

Table V was a summary of the agent's response to the question "what were the three most successful 4-H fund raising activities conducted in your county in the last two years". The responses to this question were divided into four categories and summarized by district. Of all the "successful" fundraisers named, the largest percentage statewide were in the "solicitation of donations" category. On the district level, this category also received the largest percentage of responses in the Northwest and Southwest, with 46% and 44% respectfully. In the Northeast, the categories of "sales of commercial products" and "solicitation of donations" tied, with each reporting slightly over 34% of the responses for the district. In the Southeast district, the categories of "sale of services", "sales of commercial products", and "solicitation of

TABLE V

A SUMMARY OF THE THREE MOST SUCCESSFUL FUND RAISING  
ACTIVITIES IN THE LAST TWO YEARS BY DISTRICT

| District  | <u>Fund Raising Areas</u> |      |                          |      |                               |      |                                  |      |              |      |
|-----------|---------------------------|------|--------------------------|------|-------------------------------|------|----------------------------------|------|--------------|------|
|           | <u>Special Events</u>     |      | <u>Sales of Services</u> |      | <u>Sales of Comm Products</u> |      | <u>Solicitation of Donations</u> |      | <u>Total</u> |      |
|           | n                         | %    | n                        | %    | n                             | %    | n                                | %    | n            | %    |
| Northeast | 5                         | 11.4 | 9                        | 20.4 | 15                            | 34.1 | 15                               | 34.1 | 44           | 100% |
| Northwest | 3                         | 8.1  | 12                       | 32.4 | 5                             | 13.5 | 17                               | 46.0 | 37           | 100% |
| Southeast | 3                         | 9.1  | 10                       | 30.3 | 10                            | 30.3 | 10                               | 30.3 | 33           | 100% |
| Southwest | 5                         | 10.0 | 12                       | 24.0 | 11                            | 22.0 | 22                               | 44.0 | 50           | 100% |
| Total     | 16                        | 9.8  | 43                       | 26.2 | 41                            | 25.0 | 64                               | 39.0 | 164          | 100% |

donations" tied for the highest percentage in the district with each receiving over 30% of the responses.

Fund raising activities in the "special events" category comprised nearly 10% of what the field staff perceived as the three "most successful" fund raisers in the county on a statewide basis.

#### Field Staffs' Perception of Successful Fund Raising Efforts

A distribution of demographic data relative to fund raising activities were listed in Table VI. Field Staff were asked 12 questions concerning each of the three most successful fund raising activities conducted in their county in the last two years. In response to the question "is this an annual event", agents statewide reported that almost 58% of these activities were annual events. There were also almost 23% reported as "not applicable" and these consisted mainly of the participants involved in the Ronald McDonald House project, which was in its first year of implementation. Over 19% of the field staff statewide reported that their events were not annual events.

In response to the question "how many years has this activity been conducted in your county" field staff reported that the largest percentage, 38% statewide, occurred in the one year category. The next highest percentage was for over ten years with over 22% of the events in the state falling in this category. The third highest percentage, 21.5%, was listed by counties having conducted their events for two to

TABLE VI

A DISTRIBUTION OF DEMOGRAPHIC CHARACTERISTICS  
WITHIN DISTRICTS RELATIVE TO 4-H FUND  
RAISING ACTIVITIES BY CATEGORY

| Category   | <u>Districts</u> |      |                  |      |                  |      |                  |      |              |      |
|--|------------------|------|------------------|------|------------------|------|------------------|------|--------------|------|
|  | <u>Northeast</u> |      | <u>Northwest</u> |      | <u>Southeast</u> |      | <u>Southwest</u> |      | <u>State</u> |      |
|  | n                | %    | n                | %    | n                | %    | n                | %    | n            | %    |
| ANNUAL:  |                  |      |                  |      |                  |      |                  |      |              |      |
| Yes  | 26               | 59.1 | 18               | 48.6 | 21               | 65.6 | 26               | 57.8 | 91           | 57.6 |
| No   | 12               | 27.3 | 6                | 16.2 | 4                | 12.5 | 9                | 20.0 | 31           | 19.6 |
| NA   | 6                | 13.6 | 13               | 35.2 | 7                | 21.9 | 10               | 22.2 | 36           | 22.8 |
| NO YEARS ACTIVITY CONDUCTED:                           |                  |      |                  |      |                  |      |                  |      |              |      |
| 1  | 15               | 34.1 | 16               | 43.2 | 12               | 37.5 | 17               | 37.8 | 60           | 38.0 |
| 2-3  | 8                | 18.2 | 10               | 23.0 | 9                | 28.1 | 7                | 15.6 | 34           | 21.5 |
| 4-6  | 11               | 25.0 | 0                | 0.0  | 2                | 6.3  | 6                | 13.3 | 19           | 12.0 |
| 7-9  | 3                | 6.8  | 3                | 8.1  | 4                | 12.5 | 0                | 0.0  | 10           | 6.3  |
| 10+  | 7                | 15.9 | 8                | 21.7 | 5                | 15.6 | 15               | 33.3 | 35           | 22.2 |
| GROUP OF FUND RAISING PARTICIPANTS:                    |                  |      |                  |      |                  |      |                  |      |              |      |
| 9-13   | 30               | 68.2 | 27               | 73.0 | 26               | 81.3 | 35               | 77.8 | 118          | 74.7 |
| 14-19  | 25               | 56.8 | 23               | 62.2 | 22               | 68.8 | 34               | 75.6 | 104          | 65.8 |
| Parents  | 14               | 31.8 | 7                | 18.9 | 7                | 21.9 | 13               | 28.9 | 41           | 25.9 |
| Volunter   | 18               | 40.9 | 14               | 37.8 | 10               | 31.3 | 14               | 31.1 | 56           | 35.4 |
| Others   | 4                | 9.1  | 1                | 2.7  | 1                | 3.1  | 3                | 6.7  | 9            | 5.7  |
| TARGET GROUPS FOR FUND RAISING ACTIVITIES:             |                  |      |                  |      |                  |      |                  |      |              |      |
| Youth  | 12               | 27.3 | 3                | 8.1  | 10               | 31.2 | 4                | 8.9  | 29           | 18.4 |
| 4H Fam   | 8                | 18.2 | 3                | 8.1  | 6                | 18.8 | 3                | 6.7  | 20           | 12.6 |
| Alumni   | 0                | 0.0  | 2                | 5.4  | 1                | 3.1  | 3                | 6.7  | 6            | 3.8  |
| Public   | 19               | 43.2 | 28               | 75.7 | 15               | 46.9 | 33               | 73.3 | 95           | 60.1 |
| Bus Com  | 5                | 11.3 | 1                | 2.7  | 0                | 0.0  | 2                | 4.4  | 8            | 5.1  |
| PERCEIVED MORE SUCCESSFUL BY MULTI-COUNTY COOPERATION: |                  |      |                  |      |                  |      |                  |      |              |      |
| Yes  | 4                | 9.1  | 1                | 2.7  | 2                | 6.3  | 7                | 15.6 | 14           | 8.9  |
| No   | 33               | 75.0 | 19               | 51.4 | 21               | 65.6 | 22               | 48.9 | 95           | 60.1 |
| NA   | 7                | 15.9 | 17               | 45.9 | 9                | 28.1 | 16               | 35.5 | 49           | 31.0 |



three years. The least frequent occurrence of the number of years an activity was conducted were those activities in the seven to nine year range, with approximately 6% of the programs in the state reported in this category.

In response to the question "what groups are involved in conducting the fund raising project", the largest category in each district was the 9 to 13 year old 4-H member group. Statewide, this category showed that of the 158 fund raising projects evaluated, the 9-13 year old 4-H members participated in almost 75% of those activities. The next largest percentage was for the 14-19 year old 4-H member category with over 65% participating in the activities. Volunteer workers were reported to be active in almost 35% of those fund raising activities evaluated, while parents reportedly assisted in nearly 26% of the activities. The category for "others" which included specific fund raising committees and foundations, showed participation in almost 6% of the events. In addition, the same ranking of participation was recorded for each of the state's four cooperative extension districts.

In response to the question "what group is targeted for the fund raising activity", over 60% of the activities statewide targeted the general public. Youth were the target group for over 18% of the fund raising activities, while 4-H families were the target group for almost 13% of the fund raising activities. The Business Community was targeted by approximately 5% of the fund raising activities,

while alumni were the target of nearly 4% of the activities. The same ranking was reported in each of the districts except for an instance in both the northwest and southwest districts, where equal percentages were reported for two different categories.

In response to the question "Would this activity be more successful if it were conducted with another county", 60% of the respondents indicated that they were not receptive to the idea, while almost 9% of the activities gathered a "yes" response, and 31% received a "not applicable" response. Those activities reported as "not applicable" were the Ronald McDonald House project and the Alliance for 4-H, which were already statewide projects. Most of the responses in the "yes" category were generated in the "sale of commercial products" category, and related specifically to candy sales.

The following discussion presents the distribution of mean responses as a measure of the respondents perception of the four different types of fund raising activities. Each table represents one of the four types of activities and shows the response by the determinants of success.

Each chart shows the mean response received when respondents were asked to rank the activity from one to five with five being high based on their perception of; 1) profit per worker involved, 2) profit relative to time spent as an agent, 3) profit relative to leaders' time spent, 4) profit relative to members' time spent, 5) profit relative to

others' time spent, 6) educational value to members, and 7) positive visibility provided for the 4-H program.

Table VII is a distribution of the mean scores as a measure of the respondents' perception of the fund raising activities that fall into the category of "solicitation of donations". Mean scores for all areas except "positive visibility" fell within the limits previously set for "Average". The mean score for "positive visibility", however, was within the limits set for "Good". All mean scores were fairly consistant within each category except for the "profit relative to others time category" which ranged from "Good" in the Northeast district to "Poor" in the Southeast district.

Table VIII contained the mean scores as a measure of the respondents' perception of the fund raising activities that were in the category of "special events". Mean scores fell within the limits set for "Good" based on the responses to "profit per worker involved," "profit relative to agents' time spent," and "positive visibility provided for the 4-H program." All respondents felt that the "profit relative to others' time spent" category was "not applicable." The mean scores statewide for the remaining three categories were within the limits established for "Average". Mean scores were fairly consistant within categories except for the "profit per leaders' time" which ranged from "Poor" in the Northeast district to "Good" in the Southeast district. Responses in the "Positive visibility" category also ranged

TABLE VII

A SUMMARY OF FIELD STAFF PERCEPTIONS CONCERNING  
SOLICITATION OF DONATIONS WITHIN DISTRICTS  
BASED ON DETERMINANTS OF SUCCESS

| Deter-<br>minates<br>of Success          | <u>Districts</u> |                 |                 |                 |                 |
|--|------------------|-----------------|-----------------|-----------------|-----------------|
|  | North<br>east    | North<br>west   | South<br>east   | South<br>west   | State           |
| Profit<br>per Worker                     | Average<br>3.14  | Average<br>2.71 | Average<br>2.90 | Average<br>3.15 | Average<br>2.93 |
| PROFITIBILITY BASED ON TIME EXPENDED BY: |                  |                 |                 |                 |                 |
| Agents                                   | Good<br>4.21     | Good<br>3.53    | Average<br>2.89 | Average<br>3.41 | Average<br>3.36 |
| Leaders                                  | Good<br>3.64     | Average<br>2.93 | Average<br>2.78 | Average<br>3.31 | Average<br>3.13 |
| Members                                  | Average<br>2.6   | Average<br>2.86 | Average<br>3.25 | Average<br>3.22 | Average<br>2.96 |
| Others                                   | Good<br>4.25     | Average<br>2.50 | Poor<br>2.00    | Average<br>3.33 | Average<br>3.33 |
| INTANGIBLE FACTORS:                      |                  |                 |                 |                 |                 |
| Education<br>Value                       | Average<br>3.08  | Average<br>3.21 | Average<br>3.13 | Average<br>3.24 | Average<br>3.25 |
| Positive<br>Visibility                   | Good<br>4.13     | Good<br>4.29    | Good<br>3.70    | Good<br>4.21    | Good<br>4.20    |

TABLE VIII

A SUMMARY OF FIELD STAFF PERCEPTIONS CONCERNING  
SPECIAL EVENTS WITHIN DISTRICTS BASED ON  
SEVEN DETERMINANTS OF SUCCESS

| Deter-<br>minates<br>of Success          | <u>Districts</u> |                 |                   |                 | State           |
|--|------------------|-----------------|-------------------|-----------------|-----------------|
|  | North<br>east    | North<br>west   | South<br>east     | South<br>west   |                 |
| Profit<br>Per Worker                     | Average<br>2.80  | Good<br>4.00    | Good<br>4.25      | Good<br>3.67    | Good<br>3.60    |
| PROFITIBILITY BASED ON TIME EXPENDED BY: |                  |                 |                   |                 |                 |
| Agents                                   | Good<br>4.20     | Good<br>4.33    | Very Good<br>4.66 | Good<br>3.67    | Good<br>4.21    |
| Leaders                                  | Poor<br>2.40     | Average<br>3.33 | Good<br>4.00      | Average<br>3.33 | Average<br>3.20 |
| Members                                  | Average<br>3.20  | Average<br>3.33 | Good<br>4.00      | Average<br>3.00 | Average<br>3.40 |
| Others                                   | NA               | NA              | NA                | NA              | NA              |
| INTANGIBLE FACTORS:                      |                  |                 |                   |                 |                 |
| Education<br>Value                       | Average<br>3.40  | Average<br>2.66 | Good<br>3.75      | Average<br>2.67 | Average<br>3.20 |
| Positive<br>Visibility                   | Good<br>3.80     | Good<br>4.00    | Very Good<br>4.75 | Average<br>3.33 | Good<br>4.00    |

from "Very Good" in the Southeast district to "Average" in the Southwest district.

Table IX presents the distribution of the mean scores as a measure of the respondents' perception of the fund raising activities that were within the "sale of services" category. The question of "profit relative to others' time" was not considered applicable by the respondents in this type of fund raising. The mean scores for all other categories were within the limits for a "Good" designation, except for "educational value". This category was perceived as "Average" based on the field staffs' ranking. The rankings within each category were fairly consistent except for the "profit per agents' time" category which was perceived as "Average" by the respondents in the Southwest district and "Very Good" by respondents in the Northwest district.

Table X contains the mean scores as a measure of the field staffs' perception of the fund raising activities that are within the category of "sale of commercial products". The statewide means relating to this type of fund raising were more varied than those of any previously reported type. The respondents perceived the question "profit relative to others' time" to be "not applicable" in this situation. Categories having a mean score within the limits for "Good" included "profit per worker involved" and "profit per members' time". The respondents perceived mean scores for the categories of "profit per agents' time spent", "profit

TABLE IX

A SUMMARY OF FIELD STAFF PERCEPTIONS CONCERNING THE SALES  
OF SERVICES WITHIN DISTRICTS BASED ON  
SEVEN DETERMINANTS OF SUCCESS

| Deter-<br>minates<br>of Success          | <u>Districts</u> |                   |                   |                 |                 |
|--|------------------|-------------------|-------------------|-----------------|-----------------|
|  | North<br>east    | North<br>west     | South<br>east     | South<br>west   | State           |
| Profit<br>Per Worker                     | Good<br>3.70     | Good<br>3.66      | Average<br>3.35   | Good<br>4.15    | Good<br>3.75    |
| PROFITIBILITY BASED ON TIME EXPENDED BY: |                  |                   |                   |                 |                 |
| Agents                                   | Good<br>4.00     | Very Good<br>4.83 | Good<br>3.63      | Average<br>3.38 | Good<br>3.98    |
| Leaders                                  | Good<br>4.10     | Good<br>3.75      | Average<br>3.35   | Average<br>3.33 | Good<br>3.74    |
| Members                                  | Good<br>4.00     | Good<br>3.83      | Good<br>3.67      | Good<br>3.82    | Good<br>3.83    |
| Others                                   | NA               | NA                | NA                | NA              | NA              |
| INTANGIBLE FACTORS:                      |                  |                   |                   |                 |                 |
| Education<br>Value                       | Average<br>2.5   | Average<br>3.0    | Average<br>3.33   | Average<br>2.83 | Average<br>2.93 |
| Positive<br>Visibility                   | Good<br>4.20     | Good<br>4.25      | Very Good<br>4.56 | Good<br>3.77    | Good<br>4.15    |

TABLE X

A SUMMARY OF FIELD STAFF PERCEPTIONS CONCERNING THE SALE  
OF COMMERCIAL PRODUCTS WITHIN DISTRICTS BASED ON  
SEVEN DETERMINANTS OF SUCCESS

| Deter-<br>minates<br>of Success          | <u>Districts</u> |                 |                 |                 | State           |
|--|------------------|-----------------|-----------------|-----------------|-----------------|
|  | North<br>east    | North<br>west   | South<br>east   | South<br>west   |                 |
| Profit<br>Per Worker                     | Good<br>3.50     | Average<br>3.20 | Good<br>3.78    | Average<br>3.44 | Good<br>3.51    |
| PROFITIBILITY BASED ON TIME EXPENDED BY: |                  |                 |                 |                 |                 |
| Agents                                   | Average<br>3.43  | Average<br>3.40 | Average<br>3.38 | Good<br>3.67    | Average<br>3.47 |
| Leaders                                  | Average<br>2.93  | Average<br>3.20 | Good<br>3.67    | Average<br>3.33 | Average<br>3.24 |
| Members                                  | Good<br>3.50     | Average<br>3.40 | Good<br>3.56    | Good<br>3.67    | Good<br>3.54    |
| Others                                   | NA               | NA              | NA              | NA              | NA              |
| INTANGIBLE FACTORS:                      |                  |                 |                 |                 |                 |
| Education<br>Value                       | Poor<br>1.93     | Average<br>3.20 | Average<br>3.11 | Poor<br>1.89    | Poor<br>2.38    |
| Positive<br>Visibility                   | Average<br>2.57  | Good<br>4.00    | Good<br>3.56    | Average<br>3.11 | Average<br>3.14 |



per leaders time spent", and "positive visibility for the 4-H program" were within the limits for an "Average" ranking. It should be noted that the statewide mean score for the "educational value" category was 2.38, within the limits for a "Poor" evaluation. It should also be noted that this is the only category in the ranking of all four types of fund raising activities to be scored less than "Average." All scores within the categories were fairly consistant for this type of fund raising activity.

#### Indicators of Success as Perceived by Field Staff

Table XI is a summary of field staffs' perception relative to the types of 4-H fund raising activities compared to four indicators of success. Of the 56 fund raising activities perceived most successful based on profitability, over 30% of the activities were within the "sales of commercial products" category. There was a tie between "sales of services" and "solicitation of donations," with both types of activities receiving almost 29% of the total. "Special events" ranked lowest, receiving over 12% of the total.

"Solicitation of donations" gathered the largest percentage of responses in the "most successful based on visibility" category, with over 40% of the total events within that designation. This was followed by "sales of services" with almost 32% of the total. Each of the other two types of events received less than 20% of the responses.

TABLE XI

A SUMMARY OF RESPONDENTS' PERCEPTIONS RELATIVE TO 4-H  
FUND RAISING ACTIVITIES CONDUCTED BY FOUR  
MAJOR INDICATORS OF SUCCESS

| <u>Fund Raising Areas</u> |                       |      |                          |      |                               |      |                                  |      |              |      |
|---------------------------|-----------------------|------|--------------------------|------|-------------------------------|------|----------------------------------|------|--------------|------|
|                           | <u>Special Events</u> |      | <u>Sales of Services</u> |      | <u>Sales of Comm Products</u> |      | <u>Solicitation of Donations</u> |      | <u>Total</u> |      |
| Indicators                | n                     | %    | n                        | %    | n                             | %    | n                                | %    | n            | %    |
| Profitability             | 7                     | 12.5 | 16                       | 28.6 | 17                            | 30.3 | 16                               | 28.6 | 56           | 100% |
| Visability                | 6                     | 10.5 | 18                       | 31.6 | 10                            | 17.5 | 23                               | 40.4 | 57           | 100% |
| Time Spent                | 7                     | 12.5 | 19                       | 33.9 | 15                            | 26.8 | 15                               | 26.8 | 56           | 100% |
| Member Part               | 8                     | 14.0 | 11                       | 19.3 | 25                            | 43.9 | 13                               | 22.8 | 57           | 100% |

In the "most successful based on time spent" category, "sales of services" received the largest percentage of the total responses with nearly 34%. "Sales of commercial products" and "solicitation of donations" each received over 26% of the responses. "Special events" received the smallest percentage in this category.

Relating to "most successful based on member participation," once again the "sales of commercial products" received the highest percentage. The second highest percentage was almost 23% for "solicitation of donations". "Special events" and "sales of services" each received less than 20% of the total responses.

## CHAPTER V

### SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

The purpose of this study was to determine the perceptions of Extension 4-H Agents/field staff regarding fund raising efforts currently utilized by county 4-H programs in Oklahoma. The objectives of the study provided direction for the design of the instrument and the procedure by which it was administered. The objectives selected were:

1. To identify the criteria used by 4-H agents/field staff for selecting fund raising activities.
2. To identify the group(s) most often involved in conducting fund raising activities; and the group(s) for which specific fund raising efforts are targeted.
3. To identify areas where efficiency could be increased by a coordinated effort among county programs.
4. To identify successful fund raising activities as perceived by 4-H agents/field staff based on amount of profit per member involved in the activity.
5. To identify successful fund raising activities as perceived by 4-H agents/field staff based on the

profit realized relative to time expended on the project.

6. To identify the methods perceived by 4-H agents/field staff to generate the most positive visibility for 4-H within the community.
7. To determine the history of fund raising efforts conducted by county 4-H programs and identify the person(s) and/or official(s) who provide leadership for fund raising activities.

#### Collection of Data

Data were collected by telephone survey from the state 4-H office. The following findings and conclusions were drawn from the data received, and are presented as they relate to the specific objectives.

#### Population of the Study

The population was comprised of the 4-H Agent/field staff working with the 4-H program in each of the 77 counties in Oklahoma. Part one of the study was completed by staff in each of the 77 counties, Part two by staff in 74 counties, and Part three by staff in 57 counties.

#### Major Findings

The focus of this study was to determine the perception of field staff regarding the successfulness of current 4-H fund raising activities being conducted in county 4-H

programs in Oklahoma. The major findings were outlined based on the organization of the survey instrument.

The major findings of this study were divided into the three parts of the questionnaire. They were as follows:

- 1) History of County 4-H Fund Raising Activities, 2) Field Staffs' Perception of "Successful" Fund Raisers, 3) Indicators of Success as Perceived by the Field Staff.

#### History of County 4-H Fund Raising Activities

- 1) Relative to whether or not county 4-H programs were conducting fund raising activities, it was found that all county 4-H programs in Oklahoma had conducted an activity in the past two years.
- 2) Adult 4-H leaders were identified as the group most often involved in selecting the fund raising activities for the county program. This group was involved in the selection of fund raising activities in 69 counties in the state.
- 3) The average number of fund raising activities conducted per county in Oklahoma was 2.2. All counties reported at least one fund raising activity per year.
- 4) The field staff reported the criteria most frequently used in selecting a fund raising activity related to organizational structure. This category included responses dealing with 1) tradition, 2) implementation into the existing structure of the organization, and 3)

state directed thrusts. Fifty percent of these responses were based on tradition.

#### Field Staffs' Perception of "Successful" Fund Raisers

- 5) "Solicitation of donations" was reported the most frequently by 4-H agents as a successful type of fund raiser. This category contained 39% of the activities that agents perceived as "successful" statewide. This category included two major State 4-H Foundation programs; the Ronald McDonald House Project and the Alliance for 4-H Program.
- 6) The majority of the fund raising activities perceived as successful by 4-H agents were annual events.
- 7) Sixty percent of the events perceived as "successful" by 4-H agents have been conducted less than four years.
- 8) 4-H members participated in almost 72% of the events perceived as "successful" by 4-H agents.
- 9) The general public was targeted by 60% of the 4-H fund raising activities perceive as "successful" by 4-H agents.
- 10) 4-H agents perceive that approximately 9% of the events they consider "successful" could be improved by coordinated efforts between counties. The majority of the "yes" responses were in the "sale of commercial goods" category.
- 11) The visibility provided by activities regarding "solicitation of donations" was perceived as a major

advantage. This category included a sizeable majority of respondents with regard to the perceptions of both the Ronald McDonald House and Alliance for 4-H programs.

- 12) 4-H agents perceive that the profit generated by "special events" was "good" relative to their time required by the activities.
- 13) 4-H agents perceive the positive visibility generated by "sales of services" for the 4-H program as "good." In addition, this was viewed as a major advantage for this type of fund raising activity.
- 14) The educational value of "sales of commercial products" as a fund raiser was perceived as "poor" by 4-H agents.

#### Indicators of Success as Perceived by the Field Staff

- 15) Based on four major indicators of success, 4-H agents perceive "sales of commercial products": and "solicitation of donations" as the most successful overall.
- 16) A finding revealed through the initial review of literature and not through use of the survey instrument indicated that early in development of the 4-H program it was realized that a young person's self-esteem could be increased by helping him/her have a successful experience in the short term projects offered by the 4-H club program.



## Conclusions

From an analysis of the data, major findings and interpretations, the following conclusions were drawn:

1. It was concluded that there was a perceived need for private funds to conduct county 4-H programs.
2. It was also concluded that adult 4-H leaders select the majority of 4-H fund raising activities.
3. It was further concluded that county 4-H leaders and agents are conducting a small number of annual fund raisers to provide private funds for their county 4-H budget.
4. It was also concluded that a large number of activities conducted were selected based on tradition.
5. It was concluded that state directed programs were successful methods of 4-H fund raising.
6. It was further concluded that county 4-H fund raising activities conducted over several consecutive years were perceived as successful.
7. A large percentage of the potential volunteer work force is being neglected with regard to the opportunity of making a worthwhile contribution to raising private funds.
8. It seems that 4-H fund raising efforts are not targeting "4-H Friendly" groups for fund raising activities.

9. Apparently some counties would be more successful coordinating product sales as a fund raising effort with 4-H leaders and members in adjoining counties.
10. Apparently the State 4-H Ronald McDonald House and Alliance for 4-H programs are considered successful both as a fund raising effort and as a visibility effort.
11. It appears that "Special Event" type fund raisers were perceived as effecient ways to raise funds in a short amount of time.
12. It was concluded that the "sale of services" type of fund raisers were successful due to the visibility generated from their implementation.
13. It appears that there was "Poor" educational value through the "Sale of commercial products" as a type of fund raiser.
14. "Sales of commercial products" and "solicitation of donations" are successful types of 4-H fund raisers.

### Recommendations

Based on the summary, findings, and conclusions of this study, the following recommendations were made:

1. That resources should be designated to develop information and training to assist county 4-H

programs in the selection, implementation, and evaluation of fund raising efforts.

2. County 4-H programs should devise fund raising activities that utilize a larger percentage of the available 4-H volunteer work force.
3. County and state 4-H fund raising efforts should be targeted to groups that are already convinced of the value and benefits of the 4-H program.

#### Recommendations for Further Research

1. Further research should be conducted to determine the efficiency of developing a coordinated effort between counties in the pursuit of fund raising efforts.
2. Further research should be conducted to determine areas of efficiency and organizational structure on a statewide basis concerning the Ronald McDonald House project.

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## APPENDIXES

APPENDIX A

SURVEY INSTRUMENT

## Part I

County \_\_\_\_\_ County # \_\_\_\_\_

Office Phone # \_\_\_\_\_ Staff FTE's \_\_\_\_\_

Name of Person Interviewed \_\_\_\_\_

Title of Person Interviewed \_\_\_\_\_

1. Has your county conducted a fund raising activity in the past two years?

Yes \_\_\_\_\_ No \_\_\_\_\_

IF NO, Do you utilize any private funds in your county?

Yes \_\_\_\_\_ No \_\_\_\_\_

IF YES, how are they solicited or secured?

\_\_\_\_\_

IF NO, is any money available for supplies or awards?

Yes \_\_\_\_\_ No \_\_\_\_\_

IF YES, who supplies it? \_\_\_\_\_

IF YES, who selects fund raising activities in your county?

Agent \_\_\_\_\_ leaders \_\_\_\_\_ parents \_\_\_\_\_ members \_\_\_\_\_

other (list) \_\_\_\_\_

2. How many fund raising activities do you conduct per year?

1 2 3 4 5 6 7

3. What criteria do you consider in selecting fund raising activities?

\_\_\_\_\_

\_\_\_\_\_

4. What were your three most successful fund raising activities in the past two years?

Alliance \_\_\_\_\_ Ronald McDonald House \_\_\_\_\_ Candy Sales \_\_\_\_\_

Carnival \_\_\_\_\_ Concession Stand at \_\_\_\_\_

Other: \_\_\_\_\_



## Part II

County \_\_\_\_\_ County # \_\_\_\_\_

|   |                      |                      |                      |
|---|----------------------|----------------------|----------------------|
| 1. Is this an annual event?   | Y - N - NA           | Y - N - NA           | Y - N - NA           |
| 2. Number of Years conducted<br>in your county?   | 1 2-3 4-6<br>7-9 10+ | 1 2-3 4-6<br>7-9 10+ | 1 2-3 4-6<br>7-9 10+ |
| 3. Age group raising the \$.  |                      |                      |                      |
| 9-13  |                      |                      |                      |
| 14-19   |                      |                      |                      |
| Parents   |                      |                      |                      |
| Volunteer   |                      |                      |                      |
| Other   |                      |                      |                      |
| 4. Primary group targeted<br>for fund raising activity                                    |                      |                      |                      |
| Youth   |                      |                      |                      |
| 4-H Families  |                      |                      |                      |
| Alumni  |                      |                      |                      |
| Gen. Public   |                      |                      |                      |
| Bus. Community  |                      |                      |                      |
| 5. Would this event be more<br>successful if it were<br>conducted with another<br>county. | Y - N - NA           | Y - N - NA           | Y - N - NA           |
| Rank the "activity" from<br>1 to 5 with 5 being high<br>based on:                         |                      |                      |                      |
| 6. Profit per worker involved   | NA 1 2 3 4 5         | NA 1 2 3 4 5         | NA 1 2 3 4 5         |
| 7. Profit relative to Agents<br>time spent  | NA 1 2 3 4 5         | NA 1 2 3 4 5         | NA 1 2 3 4 5         |
| 8. Profit relative to leaders<br>time spent   | NA 1 2 3 4 5         | NA 1 2 3 4 5         | NA 1 2 3 4 5         |
| 9. Profit relative to members<br>time spent   | NA 1 2 3 4 5         | NA 1 2 3 4 5         | NA 1 2 3 4 5         |
| 10. Profit relative to others<br>time spent   | NA 1 2 3 4 5         | NA 1 2 3 4 5         | NA 1 2 3 4 5         |
| 11. Educational value to members  | NA 1 2 3 4 5         | NA 1 2 3 4 5         | NA 1 2 3 4 5         |
| 12. Positive visibility for 4-H   | NA 1 2 3 4 5         | NA 1 2 3 4 5         | NA 1 2 3 4 5         |

## Part III

Regarding the three fund raising activities conducted in your county, which one has proved to be the most successful:

relative to:

profitability \_\_\_\_\_

visibility \_\_\_\_\_

time spent \_\_\_\_\_

member participation \_\_\_\_\_

APPENDIX B

DIVISION OF FUND RAISING ACTIVITIES

## DIVISION OF FUND RAISING ACTIVITIES

### Solicitation of Donations

- Ronald McDonald House
- Alliance for 4-H
- St. Judes Bike-A-Thon
- 4-H Foundation Drives
- Grant Requests
- Solicitation of Donations from Individuals

### Special Events

- Carnivals
- Cake and Pie Auctions
- Cow Patty Bingo
- Share-the-Fun Admission
- Queen Contests
- Pig-in-a-Poke
- Skating Parties
- Benefit Programs

### Sales of Services

- Concession Stands
- Special Dinners
- Sale of Hand Made Items
- Radio Day
- Parking Cars

### Sales of Commercial Products

- Easter Gifts
- Fruit
- Pizza
- Sausage
- Christmas Items
- Family Portraits
- Coupon Books
- Cheese
- Discount Cards
- Popcorn
- First Aid Kits
- Candy

2-  
VITA

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