April 9, 2020

Hello,
The New London County 4-H Fair Executive Board hopes this email finds you and your family healthy. There are lots of questions about how the Fair Ad Campaign will proceed with safe distancing in effect. The Fair Executive Board met and made some decisions moving forward.

FIRST: Your health and safety is most important. Communicating with businesses should be done only by phone call or an email. Use your family’s or parent’s email to communicate and have an adult in the room with you when making calls. Have forms, checks and ad copy sent directly to the 4-H office.

SECOND: Many small businesses are struggling financially and may even be closed. These businesses are our biggest fans and now is a time to show our support for them. Let the person know you understand if they cannot run an ad this year. Thank them for the support they showed in the past and invite them to show support by attending our fair.

THIRD: The campaign commissions and contests will not run this year. As much as many of us 4-H’ers like a good competition, this would be not in keeping with our decision to keep the ad campaign stress-free, safe, and in taking care of each other and our community.

FOURTH: In the event our fair will be cancelled, a line is added to the Ad Campaign contract: If our Fair is cancelled, would you like your money refunded or be donated to support our Fair next year?

FIFTH: Our fair will still happen no matter how much money is raised by the ad campaign. There is money in the bank that can cover our expenses. Our Fairbook may look a little different this year, that is one place where we may trim expenses. The important thing is for us to be together at our Fair. And until Governor Lamont says otherwise, that’s what we’re planning on!

Attached are the minutes from the Executive Board meeting and an up-dated Ad Campaign contract. Although we are not having the commissions, it would be helpful to me if you turned in tally sheets, in case I have a question about an ad. Call or email me if you have any questions at all about the campaign or Fair in general.

Ms. Pam ☺