



May 1, 2023

The SJLS Board would like CONGRATULATE everyone on a successful 2023 show and sale and THANK all the support we receive from the donors, buyers, parents and volunteers.

With the help of the exhibitors our goal is to make the 2023-2024 even better year! To do so, we ask every exhibitor to be fully prepared for the sale by creating and executing a marketing plan. This marketing plan will be a great learning experience for you to market your FFA/4H knowledge/experience and your stockshow project. The execution of this plan should occur throughout the year beginning now. This is parallel to what your buyers do by successfully running their businesses 365 days a year that affords them to support your stockshow projects.

To help you with this, we have provided the 2024 SJLS Show Marketing Plan ideas as a guide (see backside of this page). There is no doubt that quite a few of you are doing this already and we appreciate your efforts. We ask that you review your plan, get creative and also assist the new members.

**There will be marketing meeting for the exhibitors and parents after the new school year begins.** This is a great opportunity to ask questions and get ideas! Again, the marketing plans should be prepared now and executed throughout the year and not only prior to the sale.

If you have any questions, please contact any SJLS board member.

Wishing everyone at Great 2024 SJLS Show/sale.

SJLS Board of Directors



### 2024 SJLS Show Marketing Plan Ideas

Below are ideas to include in your marketing plan for your 4H/FFA experience/stockshow project. The 4H/FFA and school activities have provided you with great tools in communicating with people. Our goal is to make sure the stockshow is successful for everyone and makes the buyers feel great that they can support you. We want to give the buyers a reason to visit our show so they can also enjoy the buyers social.

#### 365 days a year

- Support the donors and buyers of our SJLS show - If you don't know who they are, please revisit the Schulenburg Sticker stock show page. This means "shopping and doing business locally". Just as much as we like to buy from Amazon, we all agree that they do not support the local show.
- Actively participate in community events for your church and different organizations. Shake a few hands.
  - *Young Farmers donate to stockshow (breakfast, preshow awards, help) & other donations - maybe you can offer to help with their fundraiser (Festival egg toss/cow chip contest) see Mark Vecera or SJLS board member Chelsea Moeller*
  - *Schulenburg Knights of Columbus donate/prepare buyer's social Fajita wraps / donate use of equipment for FFA drive thru - plan to donate blood and/or help volunteer to work a drive thru meal. (see event schedule – [www.kcschulenburg.org](http://www.kcschulenburg.org)*
- When in public, greet your buyers from the prior year just to tell them thank you and also tell them how much you enjoy the 4H / FFA activities.
  - *Consider a public speaking event to local organizations on what the FFA/4H afford students to learn throughout the year*
- Keep in contact with relatives and friends that may live in another town/city – Pass on a positive message regarding the 4H / FFA activities.
  - Donations from outside of Schulenburg is a viable part that makes the stockshow very successful. We are very fortunate they like to give back.
- Reach out to families that are new to Schulenburg.
- If they have questions about the show, please ask them to visit [www.sjrlshow.com](http://www.sjrlshow.com) which will show them how to support our stockshow.

#### Identify you buyer representative by September!

- Your buyer representative (aunt, uncle, friend of family) can be your greatest ally when you are executing your marketing plan. Please make sure you share with them who you keep in contact with, and they may have others you can reach out to

#### Writing Letters to prospective buyers

- Write a minimum of 15 letters to those you have been in contact through the year in addition to the mandatory letter.



### Visiting buyers in November / December

- Please go out and invite businesses to the show personally.

### Marketing via social media

- Follow Schulenburg Jr Livestock Show on Facebook
- Like and Share Schulenburg Jr Livestock Show posts – especially the marketing visual that can be easily shared via FB, text or email
- view website where we have up to date stockshow information in December
  - anyone have ideas or can help – we could use to maintain in Google Sites or have better idea.