

100 Ways to Celebrate 100 Years of Extension in Your County

TO PREPARE

1. Visit the Special Collections department at the ISU library to capture the local history of Extension.
2. Create a local "Centennial Committee" to provide ideas on how to promote the anniversary celebration.
3. Ask clientele to share how Extension has made a difference in their lives. Utilize quotes as part of public displays, web spotlights or media releases.
4. Do a compilation of Extension generations (pictures/stories) for press and local displays.
5. Collect oral histories of significant Extension clientele.
6. Review county photos and create an ISU Extension county archive to utilize in future projects.
7. Create an office county history book highlighting Extension contributions over the decades (handmade scrapbook or digital scrapbook).
8. Invite 4-H members to create Extension Centennial videos, depicting the impact of Extension over the years.
9. Create a digital slide show to illustrate Extension's history and impact on the county.
10. Create an Extension speakers bureau to share Centennial programs for local service groups.
6. Decorate a bulletin board with Centennial photos.
7. Engage volunteers and 4-H members in creating displays and banners to celebrate.
8. Have red and yellow balloon day.
9. Give the baby born on your county's Extension's birthdate a gift basket including a 4-H membership card and helpful brochures.
10. Host a 100 yr. themed coloring contest.
11. Prepare a "Then and Now" display of county crops/yields/value over time.
12. Paint a park bench in ISUE colors to celebrate "100 years of Extension in ____ County".
13. Have a tree planting ceremony in each community served by Extension – involve local town officials.
14. Plant a Centennial flower bed or community garden for the community to enjoy.
15. Publish a cookbook and/or host a cooking demonstration featuring 100 recipes from clientele in the area. With each recipe have the contributor share what Extension has meant to him or her.
16. Incorporate recognition of the Centennial into major Extension programs/events already being planned.

ACTIVITIES

1. Distribute Centennial stickers at large events such as the fair, field days, etc.
2. Sponsor a Centennial float in local parades – invite alumni to ride.
3. Make 100th anniversary buttons and pass them out at public events.
4. Sponsor a Centennial poster contest.
5. Sponsor a window display contest.

SUPPORTER RECOGNITION

1. Establish a recognition wall to honor "Volunteers of the Year," "Diamond Pioneers," "Retired Extension Agents" etc. in your county.
2. Send a token of appreciation to volunteers (i.e. packs of gum with "Thanks for Sticking with Extension" attached).

3. Take an Extension supporter to lunch during the anniversary week.
4. Initiate a local poster or essay contest promoting volunteerism in conjunction with the Centennial.
5. Invite all "Friends of Extension" to march/ride in a community parade.
6. Identify and honor the top 100 volunteers in your county. Consult with other service organizations, schools, hospitals, and houses of worship for nominations. Contact the media to cover the honored volunteers and their volunteerism stories.

SERVICE PROJECTS

1. Encourage a day of service by all Extension volunteers in honor of the 100th anniversary.
2. Have a tree planting ceremony at the Extension office, courthouse or fair grounds, and install a commemorative marker of the 100th year of Extension.
3. Do an office service learning activity.
4. Host a 100-hour service project marathon. Staff, clientele and their families volunteer for a designated number of hours.
5. Encourage all horticulture members and Master Gardeners to plant an extra row of vegetables to give to the needy as a Centennial service project.
6. Conduct a Centennial beautification project somewhere in the community.
7. Assemble fruit baskets. Deliver them to elderly alumni, county officials, key supporters.
8. Work with your local Chamber of Commerce to declare an Extension day of service in your town. Publicize the proclamation at businesses, in newspapers, and on Web sites and social networking sites.
9. Coordinate a 100-mile bike rally, 10-K run/walk-a-thon, or similar event with a Centennial theme. Registration proceeds can go to a Centennial service project.

10. Collect 100 pieces of different items (i.e. 100 pairs of shoes, school supplies, coats, gloves, eyeglasses, etc.) and distribute to those in need at a Centennial event.
11. Conduct a Centennial conference or seminar focused on volunteerism. Invite representatives from community groups. Offer tips and ideas about project development, management, and networking.
12. Invite an inspiring speaker to encourage those who voluntarily serve others.
13. Plant a grove of 100 trees to protect the environment and provide sanctuary and a place of solitude for others. Name it Extension Centennial Grove or something similar.
14. As part of a local community project, plant a Centennial vegetable garden. Include 100 plants each of various varieties or arrange the vegetables in such a manner that they would resemble a 100 or ISU. When the plants have grown, contact the media for a photo opportunity.
15. Create a media event by having a commitment from every 4-H'er, Master Gardner, Council member, etc. to do one individual service project. Supply photos of Extension participants conducting their pledge project.

EVENTS

1. Have a "Proclamation Signing" event at the courthouse – serve refreshments.
2. Have an office open house event and serve recipes found in Extension cookbooks.
3. Hold a "Wanted Extension Alumni" event. Give awards for: Longest years volunteering. Oldest newsletter in one's possession.
4. Bury a time capsule with county memorabilia.
5. Host a Heritage Day where old projects, brochures, newsletters are brought in for display.

6. Host a business-after-hours open house in conjunction with the local Chamber of Commerce.
7. Sponsor a cook-off contest featuring locally grown products.
8. Host a reception for retired staff from the county, volunteers, council members and/or key sponsors/partners.
9. Host a Centennial themed booth at the Farmer's Market.
10. Honor "Friends of Extension" at a reception.
11. Have an office party. Provide party prizes to all that participate.
12. Have a car show or Old Iron Show...anything from 1911 to 2011. Showcase photos of "Early Day" Extension tours.
13. Host a fun 4-H youth event, such as a skate-a-thon or swimming party to celebrate the 100th anniversary.
14. Invite Extension alumni to speak at open houses, field days, etc.
15. Invite local celebrities or prominent figures in your community to help promote Extension Day. Ask them to speak at a club meeting, at a banquet, or to the local media and make them honorary Extension volunteers.
16. Share Extension Centennial trivia at the start of each major event. Provide fun prizes.
17. Have an "Alumni Day" in which 4-H alumni hold a pizza party to talk with current 4-H members with interest in their field.
18. Have a gala event to celebrate the Centennial. Engage key supporters, alumni, current and former volunteers/staff.
19. Promote a Red and Gold Day. Distribute red and gold candy to those supporting this theme.
20. Conduct an auction highlighting Extension's Centennial. Offer for sale items from each of the 100 years (or 10 decades) Extension has been around and auction them in chronological

order. Share a bit of trivia relevant to the year the item represents.

21. Hold a hula-hoop, yo-yo or other funny competition to see who can reach 100 turns, 100 seconds, or similar without making a mistake. Award prizes.

FUNDRAISERS

1. Begin to collect pennies or the equivalent currency in your county over the course of the year, with proceeds going to an Extension endowment or scholarship fund.
2. Raise funds for a county endowment with \$100 sponsorships.
3. Make a Centennial celebration county quilt and raffle for an endowment.
4. Conduct a silent auction. Funds can benefit endowment efforts.
5. Encourage 4-H'ers to each save 100 pennies per month for the county charity.
6. "Centennial Change" – encourage all Extension supporters to save their change during your county's anniversary month to help establish an endowment.

MEDIA/PR

1. Work with local newspapers and Web sites to feature Extension Centennial articles.
2. Partner with local businesses to recognize the Extension Centennial in store promotional ad spots, grocery bags, etc.
3. Partner with local radio stations for "Remember When" spots featuring memories of Extension alumni.
4. Order an ISU Extension Centennial banner and hang from building entry way.
5. Order Centennial T-shirts and wear at public events.
6. Add a Centennial message to staff e-mail signatures.
7. Sponsor a radio trivia contest (commodities raised in county, name of first county agent, etc.)

8. Work with local newspapers to showcase a historic “photo of the week” featuring Extension staff at work.
9. Include Centennial information/fun-facts in newsletters, on county Web sites, and social media outlets.
10. Write a letter to the editor or an opinion piece in honor of the Centennial.
11. Post Centennial information on Web sites; dedicate a page to the history of Extension in your county.
12. Post historic Extension “mystery photographs” in newsletters.
13. Have a Centennial-themed column in each issue of county-based newsletters for the entire year of the celebration.
14. Work with local newspapers to produce a Centennial tabloid or insert that provides the history of Extension in your county.
15. Play Centennial videos on public access channels or local cable networks, and at the beginning of Extension programs.

PARTNERSHIPS

1. Partner with local museums to create an Extension “Centennial” display.
2. Provide old project books, publications, artifacts to the local library to put on display.
3. Work with local restaurants and other supporters to place flyers or table-tents promoting the 100th anniversary. Feature highlights from the first 100 years and also promote any activities planned to mark the occasion.

COUNTY FAIR

1. Create a special Centennial display booth at county fair.
2. Collect and display past Extension photographs at the fair, in the office hallway or conference room.
3. Have a reunion at a fair or other county event for Master Gardeners, 4-Hers, alumni, and other Extension volunteers.
4. Invite prior “State Fair Champions” to display items at fair in a special display.

5. Invite 4-H ambassadors to pass out Centennial stickers the county fair, every 100th sticker recipient wins an extra prize.
6. Add “Fashions from the Past” to local 4-H Style Revue. Share trivia related to sewing project.
7. Encourage county fair to have an “ISU Extension Day” in honor of the Centennial.
8. Coordinate a festival or dedicate a day at the fair that incorporates old-fashioned fun to celebrate the 100th anniversary. Offer games/activities/food/drink that were popular 100 years ago.

OTHER IDEAS

1. _____

2. _____

3. _____

Questions?

Contact your External Relations Specialist!

... and justice for all

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