

4-H/FFA Livestock Sale Promotional Video

Making a promotional video for the livestock sale is a great tool for inviting new and existing buyers to the sale. Keep in mind, this is only a tool and should not be used as a replacement for personal invitations. It is still your responsibility to personally promote your animal and invite people to the sale.

Video Criteria:

- 1- Video length may be no longer than 20 seconds.
- 2- Your video should consist of you and your market animal.
- 3- Your video must contain the sale info. page either at the beginning or end of the video.
- 4- Your completed video must be submitted to ravalli@montana.edu for review and uploading to our 4-H YouTube Channel.

Tips for making your Video:

- 1- Dress as you would for a show! Make a professional appearance to your audience. (Do not wear shorts, flip flops, pajamas, etc.)
- 2- Make sure your animal is also “show ready” (Your animal should at the very least be clean, if not clipped, etc.)
- 3- Check the background behind you! Make sure it’s something pleasant looking, but not distracting from you and your animal.
- 4- Speak loudly, slowly, and clearly so your audience can hear your message.
- 5- Keep it simple and brief (ex: “Hi, my name is _____. Please come see me and my _____ at the Ravalli County Fair.” “My name is _____. My _____ and I would like to invite you to the 4-H/FFA Livestock Sale”).
- 6- Download a free video editing app to help you put it all together.
- 7- SHARE, SHARE, SHARE! Social media is a great way to reach large amounts of people. You can also use email, etc. Make it a goal to bring AT LEAST one new buyer to our sale!
- 8- Make sure you understand how add-ons and support works for our sale, so you can accurately tell people how they can support the sale without having to purchase an entire animal. Please contact Mary Koenen, 239-4809, if you have questions about add-ons, support prices or donations toward the sale.