



Engaging More Youth Through A Unified 4-H Brand

Talking Points for Extension Directors/Administrators and State 4-H Program Leaders

FOR DISCUSSION:

- 1) What benefits do you see providing the greatest value to your state? Your region?
- 2) Are there any areas of this opportunity that require additional clarity before you (or your region) could consider them more seriously?
- 3) Would you recommend a regional or state by state opt-in investment model?

The ECOP 4-H Leadership Committee has identified engaging more youth in 4-H as its 10-year vision. Why?

- Deepen Extension's relevance with federal, state and county legislators;
- Fulfill the promise of 4-H for all of America's youth, especially those who are currently without access to positive youth development programming;
- Respond to changing racial and urban/rural demographics today and coming in the next 10 years, and
- Create new funding and investment opportunities for Extension and 4-H

The Committee has prioritized a unified national marketing plan as the most urgent national priority to set us on a path to achieve that vision. Key outcomes include:

- Acquire and mobilize **one million new alumni** in advocacy, promotion and giving to support Extension and 4-H; with focused opportunities for prominent 4-H alumni (entertainers, sports celebrities, media, Congressional leaders, corporate leaders) in advocacy and promotion.
- An estimated **\$50 million in collective media value** (e.g. monetary value of press coverage and donating advertising) through national “halo” marketing in local markets
- Highly leveraged county and state investments in marketing through connections to a powerful national marketing campaign, strategy and dedicated staff support.

The ECOP 4-H Leadership Committee asked National 4-H Council to draft a sustainable plan for us to consider.

- A minimum investment of \$750,000 is needed from Extension to launch the national marketing plan with \$1.5 million required annually by the third year of operations to sustain the effort.
- Council will match or exceed an Extension investment with new investments in national marketing infrastructure and support.
- The plan is “opt-in”. Potential investment models offer state by state or regional opt-in options.
- Council is equipped with the expertise to support this effort - and the Cooperative Extension System's investment - in ways that will deliver value and benefits beyond individual states to the entire Extension System.