




# National 4-H Council Update


North East Directors Meeting – July 12-13, 2010

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## Resource Development

- **National 4-H Council has closed the year having exceeded its fundraising goals.** We are pleased to share that FY2010 was the highest fundraising year in Council history -- raising \$15,971,914 in total gifts and pledges (private and Federal) for the 4-H movement and exceeding our fiscal year goal by \$480,715. Much of this success can be attributed to achieving 100 percent of Board giving.
  - **We have just signed a new agreement with the Tractor Supply Company (TSC)** that will guarantee a base minimum of \$1.95 million over the next three years. This new partnership will include several exciting retail promotions—from *Paper Clover* and licensed merchandise to 4-H discount and loyalty programs.
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- **The first stages of Federal fundraising are underway.** Council submitted a \$5 million mentoring proposal to the Office of Juvenile Justice and Delinquency Prevention (OJJDP) that would support all 50 state 4-H programs. Additionally, Council joined Rutgers University in submitting a \$1 million planning grant for climate change programming. Both decisions are expected in the Fall.
  - Plans are underway to host the **2011 4-H Legacy Awards event in New York City.** The event is tentatively planned for late March or early April 2011.
  - **Council is pleased to offer the “4-H Fundraising BootCamp,”** an NAE4-HA pre-conference on Saturday, October 23 in Phoenix, AZ. The BootCamp will provide participants with an intensive, hands-on introduction of fund development and will strengthen their ability to raise money from corporate, foundation and individual donors. The “4-H Fundraising BootCamp” will leverage the experience of National 4-H Council’s senior fundraising team as well as nationally recognized fundraisers with expertise in annual, major, corporate and foundation giving.

## Marketing and Communications

- **Materials for this year’s 4-H National Youth Science Day event were made available in May—a month earlier than last year** in response to requests to have materials before the end of the school year. The 2010 National Science Experiment—called “4H<sub>2</sub>O,” and developed by North Carolina A&T University—will teach youth about the importance of water quality as it relates to climate change. The experiment guides are now available for download at <http://www.4-H.org/NYSD>. In addition, experiment kits are now available for purchase on the [4-H mall](#). Each kit costs \$22 and provides enough materials for 15 youth to perform the first two segments of the experiment.
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- Based on previous research, **Council’s branding agency, Big River, has developed two creative concepts and has begun testing those concepts** via online survey with targeted audiences. We thank you for the time you took to complete the survey and provide your feedback.



# National 4-H Council Update

- The national 4-H web site will receive a new design, simplified navigation, and customized pages tailored for each of our key stakeholder audiences. Additionally, the site offers many more ways to feature the role of Extension. Revisions are almost complete and the new site will go live in late July.



## ACCESS 4-H

- We are working quickly to clear any technical issues for current users of the ACCESS 4-H Enrollment System. The new online support platform powered by *GetSatisfaction* was successfully launched on May 18<sup>th</sup>. Reviews have been very positive, including a noticeable increase in the ACCESS team's ability to scale support. In addition, we have hired a new software developer to bring technical expertise in-house and support the maintenance and "hold over" development of ACCESS for the twelve active states.

## Global 4-H Network

- The National Institute of Food and Agriculture (NIFA) and other USDA agencies are in discussion with National 4-H Council to unite public and private partners to create a Global 4-H Network that will link together 4-H programs in more than 70 countries around the world. Private sector partners – the DuPont Corporation, the Motorola Corporation, the Nike Foundation and the Bill and Melinda Gates Foundation – have already invested in the development of the Global 4-H Network model. The project will begin with a pilot partnership with Tanzania 4-H, to develop a cutting-edge, research-based knowledge center and technical assistance system that helps the Tanzania 4-H program grow in scale and enhance impact.

## Professional Development

- Thanks to funding from the Noyce Foundation, 4-H National Headquarters, National 4-H Council and the Land Grant system will launch a new comprehensive professional development strategies to support state and local science leaders in implementing their 4-H Science plans of action. Core areas to be addressed include training in 4-H Science curriculum professional development, evaluation and fund development as well as identifying and operationalizing partnerships to promote 4-H Science.
- Ongoing training, tools and technical assistance are available for *Health Rocks!*, 4-H's signature Healthy Living program focused on prevention and decision-making for youth ages 8 to 14. State staff and volunteers implementing *Health Rocks!* can take part in trainings to strengthen, institutionalize and sustain efforts in the areas of implementation, evaluation and development.

## National 4-H Council Board of Trustees

- Council efforts to recruit new corporate trustees to the Board have paid off. Mark Martino, Vice President of Seeds and Traits Manufacturing, Monsanto and Julie Murphy, Regional General Manager/Vice President, WalMart will join the National 4-H Council Board of Trustees. In addition, Landel Hobbs, COO, Time Warner Cable will be nominated at the October 14, 2010 Board meeting.

## National 4-H Headquarters

- Council leadership continues to build a strong relationship with Dr. Lisa Lauxman, Director for Youth Development, USDA, NIFA. Council meets with her monthly to collaborate on fundraising opportunities, curriculum development and marketing efforts in support of the 4-H movement.