



NATIONAL 4-H
COUNCIL

National 4-H Council Update

Fall/Winter 2016-17

www.4-h.org

4-H is the youth development program of our nation's Cooperative Extension System and USDA

Grow True Leaders Campaign Reach is Growing: Engaging 4-H Alumni, Major Media Partners, National News Coverage and More

REACH
1.6 billion*

MEDIA VALUE
\$18.1 million**



*number of people/target audiences reached throughout the campaign since April, 2016

**value of donated media, i.e., PSA and earned media including news coverage

**RAISE
YOUR
HAND**

Two New Ways to Support 4-H: Give a Clover, Raise Your Hand Promotions

The end of year holiday season is one of the most powerful story-telling times of the year. Nationally, 30 percent of giving takes place in December. Give supporters the opportunity to make a difference for kids this holiday season with the help of the Give a Clover online fundraising promotion and coming in the new year, the Raise Your Hand promotion.

& PAY IT FORWARD

Give a Clover Online Fundraising Promotion (November - December)

Raise Your Hand Promotion (March - June, 2017)

<http://4-h.org/get-involved/donate/national>

Major Fundraising Win: Paper Clover Promotion Reaches \$10 million mark

Good news! The fall Paper Clover Promotion raised \$870,287 - bringing the total amount of funds raised since the beginning of the seven-year partnership with Tractor Supply Company to \$10 million. Money raised from the bi-annual national in-store promotion benefits state and local 4-H programming. Many thanks to local 4-H programs for all they do to make Paper Clover a success every year.



New Funding for 4-H National Mentoring Program

The U.S. Department of Justice's Office of Juvenile Justice and Delinquency Prevention has awarded National 4-H Council \$7 million for the 4-H National Mentoring Program, which comes as a direct result of Cooperative Extension's success in providing youth mentoring services through local 4-H programs. National 4-H Council is now formalizing the process with OJJDP and scaling the pre-award LGU applications to the amount of the award. Letters of Intent were distributed to each awarded applicant in late October. Questions? Please contact Nina Lovelace @ nlovelace@fourhcouncil.edu.



2016 4-H National Youth Science Day Generates a Big Buzz

The world's largest youth-led engineering design challenge took off in a big way this fall with the help of *Drone Discovery* developed by Cornell Cooperative Extension. Tens of thousands of young people are exploring the science behind drones and how they are used to solve real world problems.

REACH
85 million

MEDIA VALUE
\$574,717



For more information or to purchase design challenge kits,
<http://4-h.org/parents/national-youth-science-day/>

To view the video,
<https://www.youtube.com/watch?v=pO12GbR599M>

On the MORC: Spanish Language Materials are now Available

Grow True Leaders Campaign marketing materials in Spanish are available in the 4-H Marketing Online Resource Center. Look for the materials in the "4-H Marketing Assets" tab.

<http://www.4-H.org/MORC>



4-H Mall: Find the Perfect 4-H Gift this Holiday Season

If you are looking for a fabulous 4-H gift, then 4-H Mall has you covered. Surprise your loved ones with new 4-H pledge prints that are beautiful additions to any home or office, especially when framed. For prints, <http://www.4-hmall.org/Catalog/SearchResults.aspx?SearchQuery=pledge+print>

Additionally, we have exciting new products arriving just in time for the holiday season. Demonstrate your 4-H pride with one of these exclusive items from recognized brands such as Kavu, Vineyard Vines, Sweaty Bands and more. Not sure what to choose? You can also order gift certificates in any denomination - just call our customer experience professionals at **301-961-2934** to order.



Registration Open: National Youth Summits

The National Youth Summits are a series of national conferences for students in grades 9 through 12. These teens advance their skills in targeted subject areas and learn about potential career paths. Registration is now open for the Agri-Science and Healthy Living Summits.

For more information and/or to register

<http://4hcenter.org/tours-programs/national-youth-summit-series/#!overview>



NATIONAL YOUTH SUMMIT SERIES
HEALTHY LIVING • MAKER • AGRISCIENCE

Questions?

Contact: Kate Caskin

National 4-H Council

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Visit www.4-H.org



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Find Marketing Resources at www.4-H.org/MORC

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