



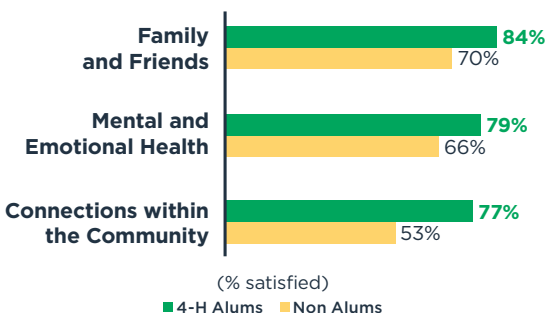
## A 4-H Experience Leads to Success in Life

Data suggests that alumni benefit significantly from their 4-H experience over the course of their lives—socially, physically, emotionally and economically.



**84%** of 4-H Alums are satisfied with their lives compared with **70%** of non-alums

### Socially & Emotionally Satisfied



### Financially Secure



Maybe it's because more 4-H Alumni **love their work** (51% vs. 33% of non-alums) and feel their work is **making a difference**. (57% vs. 37% of non-alums).



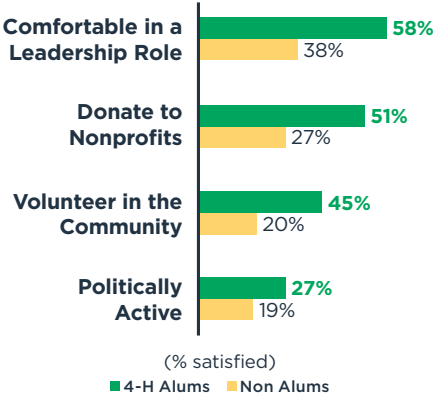
### More Educated

**53%** of 4-H Alums vs **43%** of non-alums have a college degree. **57%** of 4-H Alums are more educated than their parents.

# Mobilize an Army of Community Advocates

4-H alumni are doers—proof of the unparalleled impact of a 4-H experience.

## More Involved



## Strong Supporters of Higher Education

Alumni Are More Likely to Believe in the Importance of Public State Colleges/Universities

	Alums	Non Alums
Believe public state colleges/universities important to their state and economic prosperity	82%	68%
Should increase funding levels for public state colleges/universities in your state	58%	51%

## Once a 4-H'er, Always a 4-H'er

Allegiance remains strong throughout life, based on an incredibly high **Net Promoter Score**—a measure used by most brands to gauge how active their community is:

Promoters = 70%,  
Passives = 20%  
Detractors = 10%



**NATIONAL 4-H**  
COUNCIL

Results based on a national online survey of more than 6,000 former 4-H members and compared to a control group of adults without 4-H experience. Study fielded May 15 - July 22, 2019 by Edge Research and funded by National 4-H Council.