



BOGS Cause Partnership

Social Media Toolkit

BOGS Footwear's partnership with 4-H will enable the Portland, OR based footwear manufacturer to support 4-H youth by providing critical funds to support the growth of 4-H and programs like outdoor education.

For this continued partnership, BOGS has created an exclusive line of 4-H custom boots for Women, Men and Kids. The 4-H/BOGS boots will be sold online and through retailers with \$5 from each custom boot sold going to 4-H. 50% of all funds collected are sent directly back to your state program!

Share the following messages on your social media channels to promote our partnership with BOGS Footwear. Be sure to tag 4-H and BOGS in your posts and reshare all promotions!

- Social Media Handles:
 - Twitter: @4H, @BogsFootwear
 - Facebook: @4-H, @bogsfootwear
 - Instagram: @National4H, @bogsfootwear
- Web Destinations
 - BOGS Partner Page: <https://www.bogsfootwear.com/shop/4H.html>
 - This is the recommended link to drive traffic to
 - 4-H Partner Page: <https://4-h.org/ways-to-give/corporate-foundation-support/bogs/>

Sample Social Media Messaging

@4-H and @bogsfootwear help young people find their spark through hands-on programs like (Insert your outdoor programs. For example: Agriculture, Animal Science, Gardening, Sustainability or Outdoor Education). Learn More: <link to partner page>

Thanks to @bogsfootwear and @4-H more kids are finding their perfect fit outdoors Learn More: <link to partner page>

Share stories of your Outdoor Programs

Use this simple formula to highlight how BOGS' contributions have helped your outdoor educational programs or what you are hoping to do if you get more funds for your programs.

Sample Message:

@BogsFootwear support helps @4-H'ers like *(insert youth's name here)* find their spark outdoors. Learn more: <Link to Partner Page> Use with a picture of the youth doing their favorite outdoor activity.

