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

• Introductions

• 2019 National 4-H Week Toolkit
  ◦ Print and Event Materials
  ◦ Social Media
  ◦ Public Awareness
  ◦ Coming Soon

• Day in the Life

• Don’t Forget *Spirit Day*!

• Announcements
Introductions

Josh Kligman, Director of Field Marketing and Training, Northeast

Sarah Hunt, Manager, Field Marketing and Communications
National 4-H Week 2019
#InspireKidstoDo
Everything You Need in One Place

- 2019 National 4-H Week Logos
- Flyer
- Bookmarks
- Social Media Graphics
- Social Media Messaging Guide
- Photo Booth Frame
- Press Release Template
- Training Materials

Visit www.4-H.org/MORC
4-H is the youth development organization of our nation’s Cooperative Extension System and USDA.
Logos in a Variety of Formats

- JPG, PNG, and Vector format for all your print and digital needs.
Print and Event Materials
Flyers

- Flyers are well suited for handing out at events, placing in storefront windows or putting up on bulletin boards, and can be printed at home or professionally in color or black and white.

Additional versions exclusively for investor states.
Photo Booth Frame
Brooke Sauter with Meg Parpart and Sarah Opperman.
July 27 at 3:55pm · Valparaiso, IN · 📍

Best coworkers I could ever ask for! #TrueLeaders #PorterCountyFair #PorterCounty4H

Ohio State - Delaware County 4-H
September 10, 2016 at 4:05 PM · ⏱

#TrueLeaders — in Delaware County Fair, Delaware Ohio.

4 Comments 1 Share

Like Comment Share

Most Relevant

Sharon Walker: Janna McComis, Love 4-H and how it has changed their lives.
Like · Reply 2y

Most Relevant is selected, so some comments may have been filtered out.

Write a comment...
Bookmarks
Certificate of Appreciation

Exclusively for investor states.
Snapchat Geofilter

Exclusively for investor states.
Social Media
Facebook Profile Frame and Cover Photo

• Show your 4-H pride on your personal or professional Facebook Page
Facebook and Instagram Graphics

• 800x800 (square) graphics perfectly sized for Facebook or Instagram posts, with new illustrated design to catch your attention.
Facebook and Instagram Graphics

Additional versions exclusively for investor states.
*NEW* Instagram Story Graphics

Exclusively for investor states.
Social Media Messaging for National 4-H Week

Hashtags:
- Primary: #InspireKidstoDo
- Secondary: #National4HWeek
- Tertiary: #TrueLeaders

Tips:
- Always use the Hashtag, #InspireKidstoDo on all posts.
- Add images of youth, alumni or volunteers to accompany your posts
Sample Messaging

- Happy #National4HWeek Spirit Day! Celebrate by wearing green or the 4-H clover, and share your pictures with us using #InspireKidstoDo.
- #TrueLeaders deserve to be recognized for the great things they are doing. Help us #InspireKidstoDo during #National4HWeek by leaving a comment to shout out your favorite 4-H’er.
- Are you a #4HGrown alum? Show your pride this #National4HWeek! Share your favorite memory that demonstrates how 4-H made you into the person you are today using the hashtag #InspireKidstoDo.
- Today is the last day of #National4HWeek, but we hope you continue to show your 4-H spirit throughout the year. We loved seeing your pictures, and we thank you for helping [state/county/club] celebrate National 4-H Week! #InspireKidstoDo
Public Awareness
Press Release Template

• This press release template can be personalized it for your own county. Simply fill in the details that are relevant to your community, and send it out to your local media for placement.
Official Proclamation Guide and Template

• A proclamation is an official statement or announcement that is usually made by a government official.

• Use this guide to request an official National 4-H Week proclamation from your local government official.

• Exclusively for investor states.
Newsletter and Blog Post Templates

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Visit [www.4-H.org/MORC](http://www.4-H.org/MORC)
4-H Grows Investor States Will Receive Additional Resources on the Grows Portal

- 3 Additional Flyers
- 5 Additional Social Media Graphics
- Snapchat GeoFilter
- Instagram Story Graphics
- Proclamation Guide and Template
- Newsletter and Blog Post Templates
- Marketing Tools Customized with LGU Logos and URLs
- National 4-H Week Marketing Strategy Consultation from Dedicated Director of Field Marketing and Training

Visit www.4-H.org/GrowsPortal
Spanish Language Materials

• Spanish Language Materials Available on the MORC and Grows Portal by August 14
National 4-H Week: A Day in the Life
Meet, Alex.
4-H inspires me to do...
H is the youth development organization of our nation's Cooperative Extension System and USDA.

#INSPIREKI DSTODO
H is the youth development organization of our nation's Cooperative Extension System and USDA.
4-H Spirit Day

Tuesday, October 8

Show your 4-H pride and wear a clover to school!
Updates and Announcements
4-H is the youth development organization of our nation’s Cooperative Extension System and USDA.

Upcoming Training Opportunities:

**August 7**: Youth in Action Awards Webinar for 4-H Professionals and Volunteers

**September 4**: Youth in Action Awards Webinar for Youth Applicants
Thank You.

Sarah Hunt
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