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

### Our Demographics

<table>
<thead>
<tr>
<th>Category</th>
<th>Girls (52%)</th>
<th>Boys (48%)</th>
<th>Minority (35%)</th>
<th>Urban (30%)</th>
<th>Suburban (23%)</th>
<th>Rural (35%)</th>
<th>Farm (12%)</th>
<th>Other (3%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number (in millions)</td>
<td>3.1M</td>
<td>2.9M</td>
<td>2.1M</td>
<td>1.8M</td>
<td>1.4M</td>
<td>2.1M</td>
<td>710K</td>
<td>160,615</td>
</tr>
</tbody>
</table>

### Our Delivery

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>COUNTIES</td>
<td>3,000+</td>
</tr>
<tr>
<td>EDUCATORS</td>
<td>3,500+</td>
</tr>
<tr>
<td>VOLUNTEERS</td>
<td>600,000+</td>
</tr>
<tr>
<td>PUBLIC UNIVERSITIES</td>
<td>110</td>
</tr>
</tbody>
</table>

### STEM
- 2.8M PROJECTS/YEAR

### Healthy Living
- 2.5M PROJECTS/YEAR

### Citizenship
- 2.5M PROJECTS/YEAR

### Agriculture
- 3M PROJECTS/YEAR
Our Reach

6M

4-H  4.8M
B&GC  4.2M
Junior Achievement  2.8M
Boy Scouts  2.7M
Girl Scouts  0.9M
Girls Inc.  0.5M
National FFA  0.25M
Big Brothers Big Sisters

Our Impact

4X
more likely to make contributions to their communities

2X
more likely to be civically active

2X
more likely to participate in out-of-school science programs; and

2X
more likely to make healthier choices

Our Alumni

Across All Areas of Science & Technology, Business, Government, Education, Media and Entertainment

6 Million
YOUNG PEOPLE ACROSS THE US

AMERICA’S LARGEST YOUTH ORGANIZATION

4-H is the youth development organization of our nation’s Cooperative Extension System and USDA.
4-H Alumni Outcomes
2019 Alumni Survey

Objective: Elevate 4-H’s role in expanding economic opportunity

- What is the value of 4-H participation?
- What are the positive effects of the 4-H experience on members lives, and their interest in future engagement?
- In what ways are 4-H Alumni ideal citizens and leaders?
Methodology

- **National online survey of more than 6,000 Alumni**
  - 2,536 from 4-H Alumni database (weighted to 1/2 of Alumni sample)
  - 1,038 Alumni sample from online research panel (weighted to 1/2 of sample)
  - 1,224 Gen Pop Control, *Non Alumni* for comparison
  - Survey developed with National 4-H Council, leveraging existing research
  - Field dates: Summer, 2019
Takeaway #1

A 4-H Experience Correlates with Success in Life

All data suggest that Alumni benefit from the 4-H Model well into adulthood and over the course of their lives—socially and economically.
4-H’ers Are More Likely to be Personally Satisfied in Life

84% of 4-H Alums are satisfied with their lives (51% are very satisfied)

Satisfaction increases w/ 4-H involvement:
• 10+ years: 61% very satisfied
• 5-10 years: 54% very satisfied
• 1-4 years: 37% very satisfied

70% of Non Alums are satisfied with their lives (31% are very satisfied)
4-H’ers Are More Satisfied Socially & Emotionally

<table>
<thead>
<tr>
<th>Category</th>
<th>4-H Alums</th>
<th>Non Alums</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your personal network of family and friends</td>
<td>84%</td>
<td>70%</td>
</tr>
<tr>
<td>Your family situation</td>
<td>83%</td>
<td>70%</td>
</tr>
<tr>
<td>Your mental and emotional health</td>
<td>79%</td>
<td>66%</td>
</tr>
<tr>
<td>Connections with others in the community</td>
<td>77%</td>
<td>53%</td>
</tr>
</tbody>
</table>
4-H’ers Are More Fulfilled by Their Jobs and Financially Secure

- Your financial health: 65% (4-H Alums) vs. 51% (Non Alums)
- Your job or work: 62% (4-H Alums) vs. 46% (Non Alums)
- Your ability to save money for security or retirement: 61% (4-H Alums) vs. 48% (Non Alums)
- Your ability to secure a good-paying job: 61% (4-H Alums) vs. 47% (Non Alums)
- Your future career or job prospects: 55% (4-H Alums) vs. 42% (Non Alums)

(\% satisfied)
4-H’ers Make a Difference and Love Their Work

% Describes Perfectly or Very well

- I make a difference with my work: 57% 37%
- I love my work: 51% 33%
- I have a good balance between work and home life: 48% 39%
- I am working in the field that I studied/trained for: 44% 31%
- I only work because I have to work: 23% 27%

78% of Alumni say 4-H impacted succeeding in work and career
53% of Alumni say 4-H impacted choosing their career
Takeaway #2

Alumni are community advocates.

4-H Alumni are far more likely to donate, volunteer regularly, be involved with faith or politics, and support funding for public universities.
4-H Alumni are More Involved

I am comfortable in a leadership role
- 38% of 4-H Alumni
- 27% of Non Alums

I donate to and support nonprofits/charities financially
- 51% of 4-H Alumni
- 27% of Non Alums

I volunteer in the community regularly
- 45% of 4-H Alumni
- 20% of Non Alums

I am actively involved with my church/synagogue/place of worship
- 42% of 4-H Alumni
- 22% of Non Alums

I am politically active
- 27% of 4-H Alumni
- 19% of Non Alums

% describes you

- 4-H Alums
- Non Alums

68% of 4-H Alumni believe “My life will make a difference in the world”
50% of Non Alums believe “My life will make a difference in the world”

Alumni Say their 4-H Experience Impacted Life in the Following Ways

✓ Being a good citizen 91%
✓ Creating confidence 91%
✓ Leadership skills 86%
✓ Civic engagement 79%
...And are Strong Supporters of Higher Education

<table>
<thead>
<tr>
<th>Alumni Are More Likely to Believe in the Importance of Public State Colleges/Universities</th>
<th>Alums</th>
<th>Non Alums</th>
</tr>
</thead>
<tbody>
<tr>
<td>Believe public state colleges/universities important to their state and economic prosperity</td>
<td>82%</td>
<td>68%</td>
</tr>
<tr>
<td>Should increase funding levels for public state colleges/ universities in your state</td>
<td>58%</td>
<td>51%</td>
</tr>
</tbody>
</table>

- **53%** of 4-H Alumni have a college or graduate degree
- **43%** of Non Alums have a college or graduate degree
- **57%** say more educated than parents
- **42%** say more educated than parents
Takeaway #3

Allegiance to 4-H remains strong throughout life.

The brand’s net promoter score is high. Even those that are somewhat disconnected still rate 4-H positively—indicating latent potential for engagement.
Net Promoter Score
(based on likelihood to recommend)

-100 100

+60

<table>
<thead>
<tr>
<th>Promoters</th>
<th>Passives</th>
<th>Detractors</th>
</tr>
</thead>
<tbody>
<tr>
<td>70%</td>
<td>20%</td>
<td>10%</td>
</tr>
</tbody>
</table>

NPS linked to Participation and Connection

Strongest Brand Promoters:
- Female Alums
- Alums Age 55+
- Parents With Children in 4-H
- Alums in Northeast & Midwest
- Rural Alums
- Alums with 4-year Degrees
- Former 4-H Leaders
- High School 4-H’ers
- High Participation in 4-H
Social Media Engagement

### Alumni Database

**398K**

<table>
<thead>
<tr>
<th>Database Growth</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Alumni</td>
<td>147K</td>
</tr>
<tr>
<td>Friends</td>
<td>251K</td>
</tr>
</tbody>
</table>

### Social Media Footprint

**846K**

<table>
<thead>
<tr>
<th>Key Sites</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>736K</td>
</tr>
<tr>
<td>Instagram</td>
<td>46K</td>
</tr>
<tr>
<td>Other (Twitter, LinkedIn, Pinterest, YouTube)</td>
<td>64K</td>
</tr>
</tbody>
</table>

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Thank You.