What is the FOURWARD Fund?

As the national, non-profit partner to Extension’s 4-H program, National 4-H Council created the FOURWARD Fund—a new cause marketing program to inspire donors and consumers to support 4-H as we respond to COVID-19. Beginning in late March, Council mobilized its fundraising tools and marketing assets to help drive resources to where they are needed locally throughout the United States. Funds raised will support skill-building activities, leadership opportunities and the critical work of 4-H educators to mentor and connect to youth to support their well-being.

**Purpose:** A cause marketing program to drive resources nationally and locally during this critical time

### $10M Goal

Council Trustee commitment to support critical national priorities including:
- Common Measures
- Access, Equity & Belonging
- The THRIVE Model
- Extension Marketing
- Brand Reputation/Crisis Management

### $4M

National fundraising to help young people access local skill building activities, caring adult mentors and leadership opportunities.

### $6M+

Young people are experiencing a world of uncertainty as they navigate the impact of COVID-19, which is why they need 4-H now more than ever. Fifty-five million children in the U.S. have been impacted by school closures, but the hardest hit include the seven million kids who do not have internet access at home. As the largest out-of-school-time education provider—and the only one that reaches every young person to the last mile—we have the opportunity to provide resources to kids and families who do not have access to virtual learning and enrichment activities while schools, clubs and camps are closed.

### What is the activation timeframe?

While we will monitor the ongoing changes brought about by COVID-19, at this time we anticipate that fundraising for the FOURWARD fund will conclude on September 30, 2020.

### Is there a fundraising goal for the FOURWARD Fund?

National 4-H Council has set a goal of raising $10 million in new funds for this national cause marketing program. This is a big goal, which is why we are directing our fundraising efforts to the FOURWARD Fund. This $10 million will be comprised of the below:

### Funding Models

**FOURWARD Fund PYD Awards**
- Fundraising driven by National 4-H Council.
- 70/30 local/national split.
- Application period will open on June 1st
- Institutions may apply for awards up to $15,000
- Awards may be used for PYD programming, staff and capacity building.

**FOURWARD Fund Local Online Donations**
- Fundraising driven by state/local 4-H.
- 84/16 local/national split.
- Utilize 4-H.org state/institution donation page
- There is no application required.
- All funding is unrestricted.

### Marketing Support

Council to support with promotion, media assets, etc. - available on the MRC:
- Phase 1: April
- Phase 2: May
• $6 million* will support 4-H youth development programs locally (split 70% Extension / 30% Council), subject to the amount of funding raised.

• Led by National 4-H Council’s Board of Trustees who have committed to raising $4 million*, these resources will fund national priorities that support growth for the 4-H system, such as Common Measures, the Thrive Model, 4-H Pathways and 4-H Grows/Extension Marketing (100% remains at Council).

How will local 4-H programs benefit from the FOURWARD Fund?

1. **FOURWARD Fund PYD Awards**: Any land-grant university (LGU), Foundation or county 4-H program can apply for an award on a rolling basis starting on June 1. The funding cap will be $15,000 per application. One hundred percent of the funding will be provided up front. Not everyone will receive funding, and not everyone will receive the full amount. The purpose is to support essential elements of PYD, staff and programs, including capacity building.

2. **FOURWARD Fund Local Online Donations**: Encourage donors and supporters to visit a special FOURWARD Fund donation page on 4-H.org where they can give to the state 4-H program of their choice:

   4-H.org/StateFOURWARD

   This option is ideal for states with little or no online giving capacity, or where the online giving experience to 4-H through their university’s platform is more complex than a few clicks. (States will receive 84% of all donations designated for their state. National 4-H Council will retain 16% to offset the costs associated with the FOURWARD Fund activation.)

3. **Promote the FOURWARD Fund**: Promote the FOURWARD Fund to donors and supporters locally, along with a link to your state 4-H Foundation’s donation page. (States receive 100% of all the donations received less any fees charged by your 4-H Foundation/university.)

State 4-H Program Leaders, Administrators and 4-H Foundation Executives will need to decide together which of the options are the right ones for their state.

Marketing toolkit(s) are available at [www.4-H.org/MORC](http://www.4-H.org/MORC) to help states promote the FOURWARD Fund, regardless of the option a state chooses. 4-H Grows investor institutions will receive additional, customized promotional assets. Contact your Director of Field Marketing and Training to learn more.

**FOURWARD Fund application process and timeline details**

1. The funding application will open on **June 1, 2020**.

2. LGUs, 4-H Foundations and county 4-H programs can apply at 4-H.org/ApplyFOURWARD

 Council anticipates three rounds of funding:

- **First Round**: Applications will be open from June 1 – June 15, 2020. Funding decisions will be made by June 30, 2020.

- **Second Round**: Applications will be open from July 1 – July 15, 2020. Funding decisions will be made by July 31, 2020.

- **Third Round**: Applications will be open from August 1 – August 15, 2020. Funding decisions will be made by August 31, 2020.
Can my state 4-H Foundation apply for funding on the 4-H program’s behalf?

State 4-H Foundations that serve as the designated fiscal entity for their respective state 4-H programs may apply for and receive funding on their program’s behalf.

Can salaries and benefits for state/local staff be included as part of the funding request?

Yes. Funds may be used to underwrite staff positions.

What important terms do I need to be aware of before I apply for funding?

- The cap on funding will be $15,000 per application.
- While states may submit multiple funding applications, state 4-H leaders are strongly encouraged to prioritize the requests from their states.
- Not everyone will receive funding.
- Not everyone will get the full amount.
- One hundred percent of the funding will be provided up front after states agree to the terms in the application.
- No ICR will be allowed on these awards.
- Funding decisions will be made by a review panel made up of National 4-H Council’s Resource Development Leadership team.

How is National 4-H Council promoting Extension’s response to COVID-19 and the FOURWARD Fund?

- National 4-H website (4-H.org) is serving as Extension’s national hub for FOURWARD Fund resources, including the 4-H at Home inventory of local programs/resources provided by state 4-H program leaders.
- Promotion via the national website (4-H.org) and social media properties, including Facebook, Twitter, LinkedIn and Instagram.
- Targeted cultivation of national corporate, foundation and major donors, including National 4-H Council’s Board of Trustees.
- Media outreach to secure significant national exposure (recent examples include The New York Times, Fast Company, Chronicle of Philanthropy and WIRED.com).
- Influencer engagement (ex: Trevor Noah, Brad Smith (Microsoft President) and Jennifer Sirangelo (National 4-H Council CEO) interview in April).
- Regular internal communications to 4-H professionals to include emails and the News and Notes e-newsletter (weekly). In addition, 4-H professionals, volunteers, alumni, donors and Board members will receive updates on the FOURWARD Fund through the monthly 4-H TODAY digital newsletter (250k recipients).
- Digital creative assets are available on the Marketing Online Resource Center (MORC).

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