



# FOURWARD FUND



## Radio PSA Scripts

The following scripts can be used by reaching out and working in partnership with local radio stations. These scripts range from 10 to 60 seconds in length and can either be read live on-air, by an on-air talent, or can be pre-recorded by a 4-H youth.

Note, if scripts are pre-recorded by a 4-H youth, in the below voice over copy change “we’re” to “you’re” and “them” to “us.” (Example: the first line would change to “You’re going to need us” instead of “We’re going to need them,” and so on.)

### Radio Script for Live Read: 60 seconds

“Need Them”

*VOICE OVER:*

We’re going to need them.

We’re going to need their technical skills, their math, their engineering skills.

We’re going to need their help with our water, our air, our food.

We’re going to need their determination, their honesty and their compassion.

We’re going to need the youth of America. We’re going to need them to be prepared to face the challenges the future will bring.

A global pandemic has put a sharper focus on the economic and social gaps existing for kids in our communities - and the lack of resources and solutions to address the problem.

As the country’s largest youth development organization and education’s first responder, 4-H has launched the FOURWARD Fund. (slight pause)

To reach all kids with learning resources and caring mentors;

And to close the ever-growing opportunity gap among our nation’s youth.

(pause)

To help ensure every child can learn and feel connected, go to [\[insert your website and/or giving URL or use 4-H.org/StateFOURWARD\]](#)

That’s [\[insert your website and/or giving URL or use 4-H.org/StateFOURWARD\]](#)



NATIONAL 4-H  
COUNCIL

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## **Radio Script for Live Read: 30 seconds**

“Need Them”

*VOICE OVER:*

We're going to need them.

We're going to need the youth of America. And we're going to need them to be prepared to face the challenges the future will bring.

As the country's largest youth development organization and education's first responder, 4-H has launched the FOURWARD Fund.

To reach all kids with learning resources and caring mentors;

And to close the ever-growing opportunity gap among our nation's youth.

Support 4-H at [\[insert your website and/or giving URL or use 4-H.org/StateFOURWARD\]](#)

That's [\[insert your website and/or giving URL or use 4-H.org/StateFOURWARD\]](#)

## **Radio Script for Live Read: 15 seconds**

“Need Them”

*VOICE OVER:*

We're going to need our kids to be prepared to face the challenges the future will bring.

As the country's largest youth development organization and education's first responder, 4-H has launched the FOURWARD Fund.

Support 4-H at [\[insert your website and/or giving URL or use 4-H.org/StateFOURWARD\]](#)

That's [\[insert your website and/or giving URL or use 4-H.org/StateFOURWARD\]](#)

## **Radio Script for Live Read: 10 seconds**

“Need Them”

*VOICE OVER:*

We're going to need our kids to be prepared to face the challenges the future will bring.

Support 4-H at [\[insert your website and/or giving URL or use 4-H.org/StateFOURWARD\]](#)

That's [\[insert your website and/or giving URL or use 4-H.org/StateFOURWARD\]](#)

