



FORWARD FUND



State & Local 4-H Fundraising: Marketing Resource Guide

About this Guide

As the national, non-profit partner to Extension's 4-H program, National 4-H Council has created the FOURWARD Fund – a cause marketing activation – to inspire donors and consumers to support 4-H as it responds to COVID-19.

This document is intended to be a quick reference guide for using the marketing resources to help drive and support state and local fundraising.

FORWARD Fund Overview

- **Purpose:** A cause marketing activation to drive fundraising resources nationally and locally.
- **Timing:** While we will monitor the ongoing changes with COVID-19, we anticipate that fundraising for the FOURWARD Fund will conclude on September 30, 2020.
- **Fundraising Goals:** 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.
- **Messaging:** Sample messaging is provided in this guide that outlines the general messaging, gives examples of youth stories and provides ideas for both social media and email promotion. We encourage you to localize and customize the sample messaging.

Local Fundraising & Marketing Support

Fundraising Support:

There are two online options in which states can direct donations when fundraising locally (**Note, State 4-H Program Leaders, Administrators and 4-H Foundation Executives will need to decide together which of the options below are the right ones for your 4-H program*):

1. **Direct donors to 4-H.org/StateFORWARD where they can give to the state 4-H program of their choice.**
 - This option is for states with little or no online giving capacity, or where the online giving experience to 4-H through the 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 administrative costs associated with the FOURWARD Fund activation.)
2. **Direct donors to your 4-H program giving URL.**
 - This option is ideal for states with a usable and easy to navigate online giving platform. States receive 100% of all donations received minus any fees charged by your 4-H Foundation/University.



Marketing Support:

A suite of FOURWARD Fund marketing resources have been created to help compliment this guide.* These resources include:

- FOURWARD Fund logo for print and digital use
- Social media graphics & pre-written copy
- Individual Giving One-Pager which can be used as a direct mail or digital piece
- Radio PSA Scripts
- FAQ, Messaging Framework and Talking Points
- ... and more!

These FOURWARD Fund Marketing resources can be found on the Marketing Online Resource Center. Directions on how to log on and access are at the bottom of this guide.

**4-H Grows Investor Institutions will receive an additional suite of customized marketing resources. Please reach out to your National 4-H Council Field Marketing Director for these exclusive resources. Contact information is at the bottom of this guide.*

FOURWARD Fund Marketing Resource Creative Examples



FOURWARD Fund Messaging

The following messaging can be used in a variety of marketing channels such as email, social media, newsletters, etc. Remember, always localize and customize messaging for your 4-H program.

General Messaging:

- Kids need 4-H now more than ever. Young people are experiencing a world of uncertainty as they navigate the impact of COVID-19.
- Fifty-five million children in the U.S. have been impacted by school closures, especially the seven million who do not have internet access.
- As the nation's largest youth development organization, we have an 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.
- The FOURWARD Fund will support skill-building activities, leadership opportunities and the critical work of 4-H educators to support youth and their well-being during this uncertain time.

Call-to-Action Messaging:

Always include a call-to-action so your audience knows exactly what action to take and how to take it.



- 4-H has launched the FOURWARD Fund so every child can learn and feel connected, regardless of access to school, 4-H or virtual learning. Learn more about ways to give at [insert your 4-H program's website and/or giving URL or use 4-H.org/StateFOURWARD]
- If you are able, join us in supporting the FOURWARD Fund to help 4-H provide educational resources for families in need. [insert your 4-H program's website and/or giving URL or use 4-H.org/StateFOURWARD]

FOURWARD Fund Email Marketing

*A corresponding email header for the example appeal below can be found on the Marketing Online Resource Center. Directions on how to log on and access is at the bottom of this guide.

Quick Tips:

- Tell the 4-H story – Use language with 4-H'ers in mind first. When an email subject line starts with giving to a 4-H'er, we've found at National 4-H Council it performs 56% better than language about giving to 4-H in general. (See email example below).
- Be consistent across channels – If you are doing an email push for donations your website and social media should reflect the same language and goals.
- Include a fundraising blurb in existing newsletters – Your audience is already engaged with these newsletters, so it is good to use this time to remind them of fundraising efforts.

Recommendations for Dedicated Fundraising Emails:

- If you aren't sending dedicated fundraising emails frequently, a good starting point may be once a month — watch your open, click and unsubscribe rates closely to determine if your audience is engaging or is opting out of the sends at a higher rate.
- Ensure you're changing the message with each send – include youth stories and other impact messaging to show potential and existing donors how the dollars are helping in their community.
- Be sure to follow up with digital donors! It is easy to celebrate the quick win of a donation by thanking your donors for their support. Hopefully this will also begin to cultivate long term donors.

Formula for Youth Voice Storytelling in Email Appeals:



Sample Email Appeal Using Youth Voice Formula:

What follows is an example of a sample email appeal using the youth voice formula during COVID-19 – please modify/adapt to include the story of a 4-H'er from your program.

- Subject Line: Help Support 4-H'ers Like Maria
- Copy: Maria Lonneman was hard at work preparing for a March 2020 state 4-H event where she would lead a group of 4-H'ers to create weighted blankets for youth with autism. When COVID-19 led to a cancelled event, Maria wasted no time to change course and find a new project to address the current crisis using her sewing skills.

To date, Maria has created hundreds of masks for children at Pediatric Partners and St. Luke's in Cleveland, OH, and has begun creating adult masks for her local hospital.

“I enjoy thinking that I might possibly have saved a parent or grandparent because a child had their face covered by one of my masks,” Maria said. “4-H prepared me for this work by teaching me to give back to my community, by using my hands for larger service.”

If you are able, join us in supporting the FOURWARD Fund to help us provide resources to families, and 4-H’ers like Maria, who need it the most. [insert your 4-H program’s website and/or giving URL or use 4-H.org/StateFOURWARD]

FOUWARD Fund Social Media Marketing

**Corresponding social media graphics for the posts below can be found on the Marketing Online Resource Center. Directions on how to log on and access is at the bottom of this guide.*

Quick Tips:

- Pick your platform – Identify the social media channel with the most engagement from your audience. For National 4-H Council, Facebook is consistently the platform with the strongest response.
- Have your supporters post – You likely have local 4-H supporters that would be happy to post about raising funds for your 4-H program. (Supporters can be anyone from a parent or volunteer to a local radio station or feed supply store.) Provide them with the social media graphics and pre-written copy – the more posts, the more you diversify your audience and drive fundraising engagement.
- Tailor your message –The following social media messages can be adapted for your appropriate social media channels and local audience. Always localize posts when possible.

Hashtags:

- Primary: #FOURWARD #4HatHome
- Secondary: #EducationFirstResponders, #COVID19, #BetterTogether, #StayHome

4-H on Social Media:

- Twitter: @4H
- Facebook: @4-H (included in sample posts)
- Instagram: @national4h

Sample Posts:

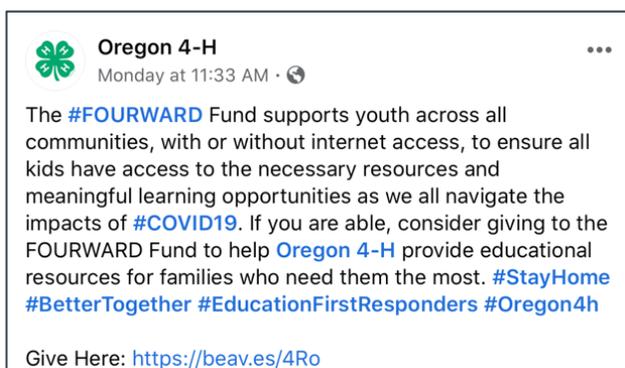
- Kids need us now more than ever. @4-H has launched the #FOURWARD Fund so every child can learn and feel connected, regardless of access to school, 4-H or virtual learning. Learn more about ways to give: [insert your 4-H program’s website and/or giving URL or use 4-H.org/StateFOURWARD] #4HatHome #BetterTogether
- @4-H reaches and engages youth across urban, suburban and rural communities, with or without Internet access. We meet our youth where they are. If you are able, support the #FOURWARD Fund to help us provide educational resources to families in need during this time. [insert your 4-H program’s website and/or giving URL or use 4-H.org/StateFOURWARD] #4HatHome #StayHome
- The #FOURWARD Fund supports youth across all communities, with or without internet access, to ensure all kids have access to the necessary resources and meaningful learning opportunities as we all navigate the impacts of #COVID19. If you are able, consider giving to the FOURWARD Fund to help @4-H provide educational resources for families in need. [insert your 4-H program’s website and/or giving URL or use 4-H.org/StateFOURWARD] #StayHome #BetterTogether #EducationFirstResponders
- As the country’s largest youth development organization and the only one reaching kids in every community, we provide young people educational resources, caring adult mentors and a sense of belonging as we have done for more than 100 years. @4-H has launched the #FOURWARD Fund so every child can learn and feel connected, regardless of access to school, 4-H or virtual learning. Learn

more about ways to give: [insert your 4-H program's website and/or giving URL or use 4-H.org/StateFOURWARD] #4HatHome #BetterTogether

- 55 million kids have been impacted by school closures and need our help, especially the 7 million who do not have internet access in the US. We've launched the #FOURWARD Fund so every child can learn and feel connected, regardless of access to school, 4-H or virtual learning. Learn more about ways to give: [insert your 4-H program's website and/or giving URL or use 4-H.org/StateFOURWARD] #4HatHome #EducationFirstResponders

Additional sample social media messaging, including messaging in Spanish, can be found on the Marketing Online Resource Center. Directions on how to log on and access are at the bottom of this guide.

Example Post:



Additional FOURWARD Fund Marketing Resources

FOURWARD Fund Marketing resources can be found by logging onto the Marketing Online Resource Center at 4-H.org/MORC. Select the "Promotional Toolkits" tab, then select the FOURWARD Fund toolkit.

- For the 4-H Grows Investor Institutions, please reach out to your National 4-H Council Field Marketing Director for exclusive customized FOURWARD Fund marketing resource:
 - Northeast Region – Josh Kligman, jkligman@fourhcouncil.edu
 - Southern & Midwest Regions – Andrea Lyons, alyons@fourhcouncil.edu
 - Western Region – Andrea Omer, aomer@fourhcouncil.edu