How to Maximize the FOURWARD Fund at the State & Local Level
Our Time Today:

- What is the FOURWARD Fund?
- The Basics: Local Fundraising & Marketing Support
- Strategies for Success:
  - Direct Mail Appeal & Digital Fundraising
  - Social & Email Fundraising
  - Media Outreach & Youth Voice
- Easy Ways to Promote the Campaign Locally
- Moving Forward: What’s Ahead
- Q&A
What is the FOURWARD Fund?

National 4-H Council created the FOURWARD Fund – a cause marketing activation – to inspire donors and consumers to support 4-H as it responds to COVID-19.
### FOURWARD Fund Phases

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<td><strong>REACT</strong></td>
<td><strong>REBUILD</strong></td>
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<td><strong>What Is It:</strong> 4-H fund designated to provide educ. resources and support capacity during COVID-19</td>
<td><strong>What Is It:</strong> Sustained purpose theme and message to position PYD and drive fundraising across all communications</td>
<td><strong>What is it:</strong> Fully integrated social impact platform, assets and go-to-market execution</td>
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<td><strong>Short-term Response:</strong> 2-3 months</td>
<td><strong>Seed Positioning:</strong> Summer/Fall 2020</td>
<td><strong>Expanded Positioning:</strong> 2021 and beyond</td>
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<td><strong>Climate:</strong> A global pandemic has sharpened the focus on economic and social gaps in our communities.</td>
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<td><strong>Message Focus:</strong> During this time of crisis, help 4-H provide kids who lack access to schools, 4-H and virtual learning with the ed. resources and experiences they need.</td>
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FOURWARD Fund Basics:
Local Fundraising & Marketing Support
Fundraising Support

Local fundraising should always be coordinated with the State 4-H Program Leader and/or State 4-H Foundation.

The FOURWARD Fund has two options to direct donors:
1. To your own 4-H program giving URL
2. 4-H.org/StateFOURWARD
   • (States will receive 84% of all donations designated for their state. National 4-H Council will retain 16% to offset the administrative costs.)
Marketing Support

FOURWARD Fund resources available on the Marketing Online Resource Center (4-H.org/MORC):

- Marketing Resource Guide
- FOURWARD Fund logo
- Social media graphics & pre-written copy
- Individual Giving One-Pager
- Press Release & PSA Scripts
- … and more!

4-H Grows Investor Institutions will receive an additional suite of customized marketing resources.
Strategies for Success:
Direct Mail Appeal & Digital Fundraising
Cheryl Lesko

SENIOR DIRECTOR, INDIVIDUAL GIVING AND EVENTS
FOURWARD Fund: Direct Mail & Digital Assets

4-H is the youth development organization of our nation’s Cooperative Extension System and USDA.
Tips for a Successful Campaign

- Use Consistent Messaging Across All Platforms
- Make Sure Your Audiences Know All the Ways They Can Support You
- Track and Optimize Your Campaign
- Know Your Audience
- Personalize
- Acknowledge and Steward

Make Sure Your Audiences Know All the Ways They Can Support You
When 4-H State Officer Hunter Williams (Florida) saw how COVID-19 was disrupting supply chains for local farms and forcing them to destroy their crops, he created a fresh produce business that connects consumers to farms with surplus crops. With the help of family and friends, Hunter has moved more than 500 boxes per week. Hunter hopes his initiative can save Florida farms at a time of crisis and help keep the community fed.

“It’s always important to support our local farmers,” Hunter says, “but even more so during the current pandemic. These local producers are struggling to move their produce and, in some cases, support their own families.”

Your support of the FOURWARD Fund will provide youth like Hunter the opportunities they need to thrive in the face of challenges.

Donate Now at 4-H.org/FOURWARD
Now What?

• Source stories of local youth using the formula
  – Youth story + Quote + CTA = Donation!
• Review your results from past campaigns
  – Review your results (and share with us!) – these results should help determine your budget and promotional calendar
• Plan your promotional calendar & budget
  – If you have a limited budget we suggest Facebook ads
• Track/Share your results with us
Strategies for Success: Social & Email Fundraising
Jordan Hebert
MANAGER, DIGITAL MARKETING
Email Fundraising

End of Year Email Key Takeaways

• Use tracking URLs

• Test and Pivot- one of the best things about digital is that you can change if something isn’t working

4-H Today Email Key Takeaways

• Utilize existing email newsletters

• Track what your audience clicks on most
Facebook Fundraising

Utilize Facebook’s fundraising tools: https://www.facebook.com/help/1640008462980459/?helpref=hc_fnav

1. Fundraisers are the most successful on the first day. Because of this make sure you do pre-promotion of your fundraiser to create excitement and awareness.

2. Fundraisers should last no longer than 3 days

3. Encourage your network to create their own fundraisers as well as share yours. The more the merrier!
Strategies for Success: Media Outreach & Youth Voice
Cassie Reininger
MANAGER, INTEGRATED MARKETING (HEALTHY LIVING)
A few things to keep in mind when reaching out to local media…

**Be Sensitive to Current Events**
- Stay aware and up-to-date on relevant news
- Make sure the timing of your outreach is appropriate

**Link Story to Local Issue**
- Let media know WHY they should care
- How does 4-H impact your community?
  - Youth impact
  - Community impact
  - New learning opportunities

**Make it Easy**
- Media have less resources, provide all info you can
- Provide photos, quotes and all info so they can write a story without having to do interviews/research
- Don’t forget video for digital content
Highlighting Youth Voice

Putting a Spotlight on the Power of Young People

- Show not just ‘WHAT’ youth are doing, but ‘WHY’ it matters
  - Personal and/or community impact
  - Challenges that were overcome
  - Plans for the future
- Think like a reporter – take notes and pictures to remember quotes, conversations and details from 4-H youth and programming.
Easy Ways to Promote the FOURWARD Fund Locally
Use the Marketing Resource Guide as your road map

- The guide + the provided campaign resources give you a great start to promoting the campaign in your state.

Here are 3 examples to get you started…
1. Get Social

✓ Use the social media graphics with pre-written and plan your posts – start with once a week!

✓ Take it a step further by using the resources in this webinar to set up a social media fundraiser.

Oregon 4-H
Monday at 11:33 AM · 🗓

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 Oregon 4-H provide educational resources for families who need them the most. #StayHome #BetterTogether #EducationFirstResponders #Oregon4h

Give Here: https://beav.es/4Ro
2. Send an Email

✓ Use the pre-written email copy, and the tips provided in this webinar, to send a fundraising email.

✓ Take it a step further by inserting the provided FOURWARD Fund messaging in existing newsletters (digital or hard copy) – this audience is already engaged!
3. Pitch to the Media

✓ Customize the press release template and reach out/send it to 5 local media stations (newspapers, TV, radio, etc).

✓ Take it a step further by including or telling the station about a local 4-H’ers story of impact during COVID-19.
## FOURWARD Fund Phases

### PHASE 1
**REACT**

**What Is It:** 4-H fund designated to provide educational resources and support capacity during COVID-19

**Climate:** A global pandemic has sharpened the focus on economic and social gaps in our communities.

**Message Focus:** During this time of crisis, help 4-H provide kids who lack access to schools, 4-H and virtual learning with the educational resources and experiences they need.

### PHASE 2
**REBUILD**

**What Is It:** Sustained purpose theme and message to position PYD and drive fundraising across all communications

**Climate:** As summer/BTS begins, kids and families face harsh economic realities and educational inequities crippling America’s communities.

**Message Focus:** A widening opportunity gap is leaving millions of kids behind in America; Help them Charge FOURWARD with the skills to improve their lives, their communities and the world around them.

### PHASE 3
**REIMAGINE**

**What is it:** Fully integrated social impact platform, assets and go-to-market execution

**Climate:** The country enters a new year and next presidential agenda. Communities, companies and institutions seek innovation and solutions to rebuild.

**Message Focus:** Build on Phase 2 messaging with powerful and tangible stories, activations and solutions led and developed by youth and experts (alignment w/potential comp. campaign)
Thank you!

Questions & Answers