CAUSE MARKETING WITH AMERICA’S LARGEST YOUTH DEVELOPMENT ORGANIZATION

4-H, America’s largest youth development organization, reaches nearly six million youth each year. Thanks to its unique affiliation with America’s Land-Grant Universities, 4-H exists in every county across the United States and has built-in reach and roots with traditionally underrepresented and underserved populations, including rural communities, Black and Latino communities, tribal communities and military families. 4-H’s unparalleled reach and 100+ year legacy as one of America’s most trusted institutions makes it the ideal partner for brands looking to make a positive impact.

4-H is squarely focused on creating greater opportunity for all young people. We do that by identifying and working to eliminate opportunity gaps across a range of important issue areas, including broadband access, food security, STEM and employability skills, and physical and mental wellbeing.

Nothing should hold a kid back. With your help, nothing will.

JOIN US AND HELP GIVE KIDS THE 4-H EXPERIENCE THAT INSPIRES THE RESILIENCE, CONFIDENCE AND RESPONSIBILITY THEY’LL NEED FOR LIFE.

WHAT IS THE OPPORTUNITY GAP AND WHY IT MATTERS

Now more than ever, millions of young people face a widening opportunity gap due to inequitable access to critical resources like quality education, mental health services and social support. Because of factors like zip code, ethnicity or family income, young people across the country aren’t being given the opportunity to reach their full potential. By working to close this gap, we hope to create a brighter, more promising and more equitable future for all kids in America.

LEARN MORE AT 4-H.ORG/OPPORTUNITY4ALL

WHO WE ARE:

25M ALUMNI
8M MOMS
6M YOUTH

600K VOLUNTEERS
3,500 EDUCATORS
110 UNIVERSITY PARTNERS

35% MINORITY

WHERE 4-H’ERS LIVE:

URBAN 1.25M
SUBURBAN 1.75M
RURAL 3M

SOCIAL MEDIA:

57-114M Impressions/Month
715K Facebook
55K Instagram
44K Twitter
SUPPORT 4-H, AND WE’LL CLOSE THE OPPORTUNITY GAP ONCE AND FOR ALL.

Join us in closing the opportunity gap and we’ll tailor a best-in-class, integrated, consumer-facing campaign that can increase your sales and brand awareness, access and engage new consumers, build consumer loyalty and increase employee morale, retention, and recruitment. Most importantly, you’ll drive awareness and education about an important social issue affecting millions of kids and help raise the critical funds needed to ensure opportunity for all youth.

**Point of Sale:** Turnkey or custom brand loyalty programs at check-out, whether in-store or online including customer round-ups or add-ons.

**Brand Alignment:** Drive an increase in sales and align closely with our programming by creating custom products using the recognized and respected 4-H brand mark.

**Percent of Sale/Transaction Campaign:** Turn-key or custom commercial co-venture opportunities.

**Customer Round-Up (or Add on):** A low barrier to entry with a high yield of return.

**Content & Digital Partnership:** Co-create or sponsor content such as videos, social media contests, and podcasts to engage our online audience.

**Employee Engagement:** Boost retention by creating opportunities for employees to engage with the 4-H cause through employee giving, volunteering, mentorship and more.

72% OF AMERICANS SAY THEY FEEL IT IS MORE IMPORTANT THAN EVER THAT THE COMPANIES THEY BUY FROM REFLECT THEIR VALUES.

- 2019 PORTER NOVELLI/CONE PURPOSE BIOMETRICS STUDY

46% OF CONSUMERS HAVE DONATED TO A CAUSE ON A RETAILER’S WEBSITE OVER THE PAST 12 MONTHS.

- ACCELERIST 2020 POS SURVEY

CURRENT PARTNERS

To learn more about your partnership opportunities with 4-H contact Katherine O’Hare at kohare@4-H.org today.

#OPPORTUNITY4ALL