





4-H Overview



STEM

2.8M PROJECTS/YEAR



Healthy Living

2.5M PROJECTS/YEAR



Citizenship

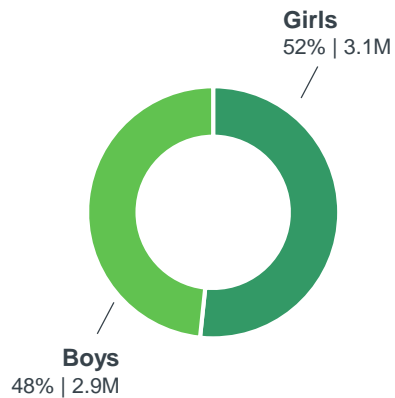
2.5M PROJECTS/YEAR



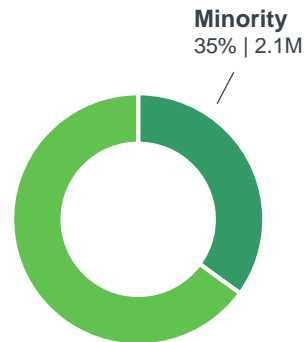
Agriculture

3M PROJECTS/YEAR

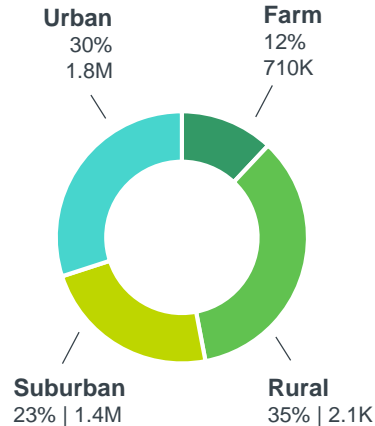
Our Demographics



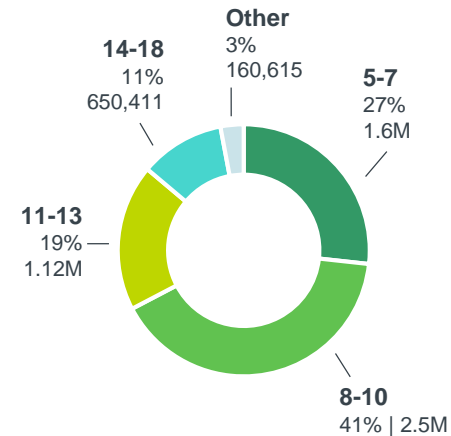
GENDER



DIVERSITY



GEOGRAPHIES



AGE

Our Delivery

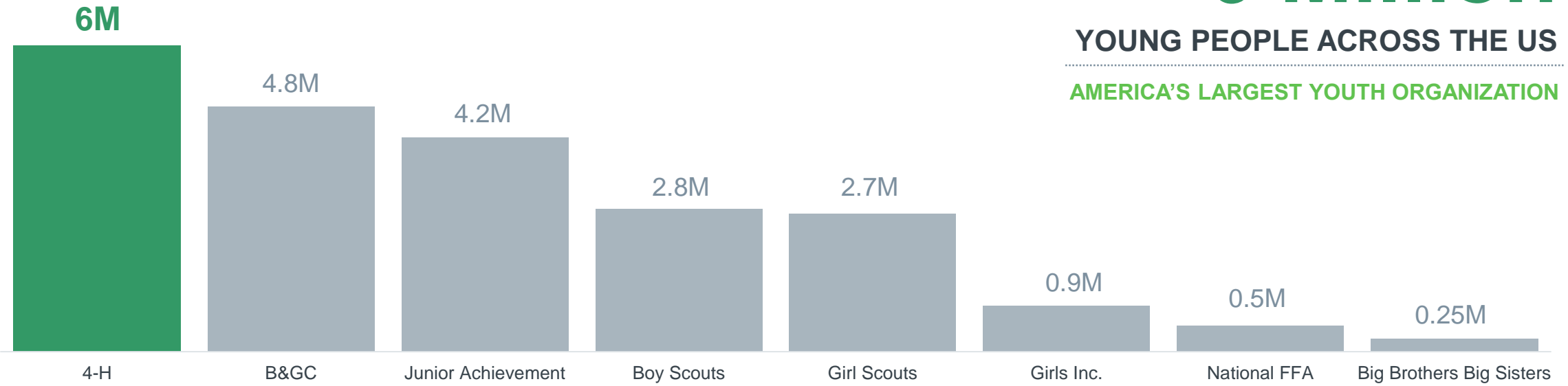
3,000+
COUNTIES

3,500+
EDUCATORS

600,000+
VOLUNTEERS

110
PUBLIC UNIVERSITIES

Our Reach



6 Million

YOUNG PEOPLE ACROSS THE US

AMERICA'S LARGEST YOUTH ORGANIZATION

Our Impact

4X

more likely to make contributions to their communities

2X

more likely to be civically active

2X

more likely to participate in out-of-school science programs; and

2X

more likely to make healthier choices

Our Alumni



Across All Areas of Science & Technology, Business, Government, Education, Media and Entertainment

A young girl with braids is focused on connecting wires to a LEGO Mindstorms robot on a table. An adult woman with braids is leaning over her, smiling and providing guidance. The scene is set in a classroom or workshop with other people and equipment visible in the background. The entire image has a light blue tint.

4-H Alumni Outcomes

2019 Alumni Survey

Objective: Elevate 4-H's role in expanding economic opportunity

- What is the value of 4-H participation?
- What are the positive effects of the 4-H experience on members lives, and their interest in future engagement?
- In what ways are 4-H Alumni ideal citizens and leaders?



Methodology

- **National online survey of more than 6,000 Alumni**
 - 2,536 from 4-H Alumni database (weighted to ½ of Alumni sample)
 - 1,038 Alumni sample from online research panel (weighted to ½ of sample)
 - 1,224 Gen Pop Control, *Non Alumni* for comparison
 - Survey developed with National 4-H Council, leveraging existing research
 - Field dates: Summer, 2019



Takeaway #1

A 4-H Experience Correlates with Success in Life

All data suggest that Alumni benefit from the 4-H Model well into adulthood and over the course of their lives—socially and economically.



NATIONAL 4-H
COUNCIL

4-H'ers Are More Likely to be Personally Satisfied in Life

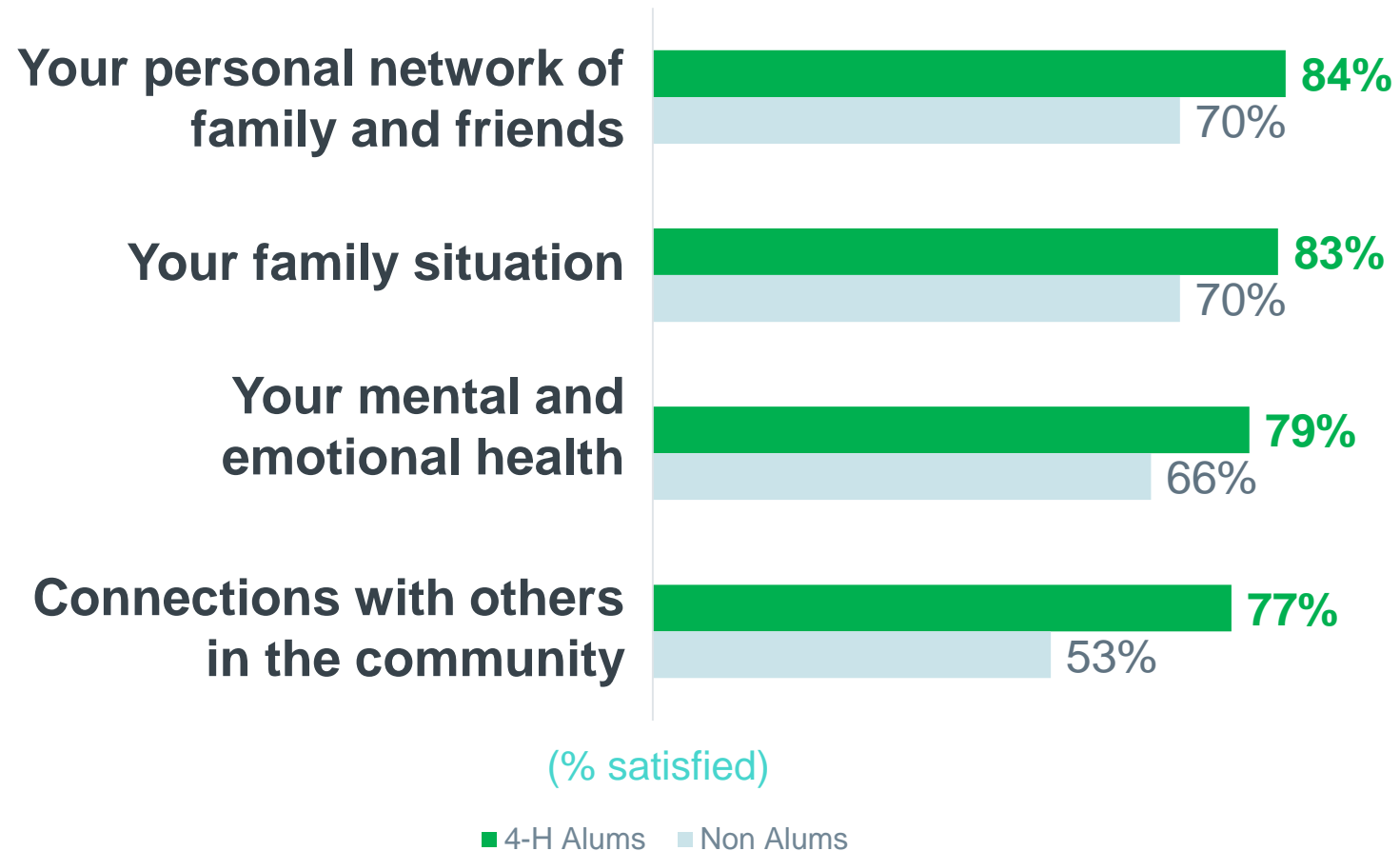
84% of 4-H Alums
are **satisfied** with their lives
(**51%** are **very satisfied**)

Satisfaction increases w/ 4-H involvement:

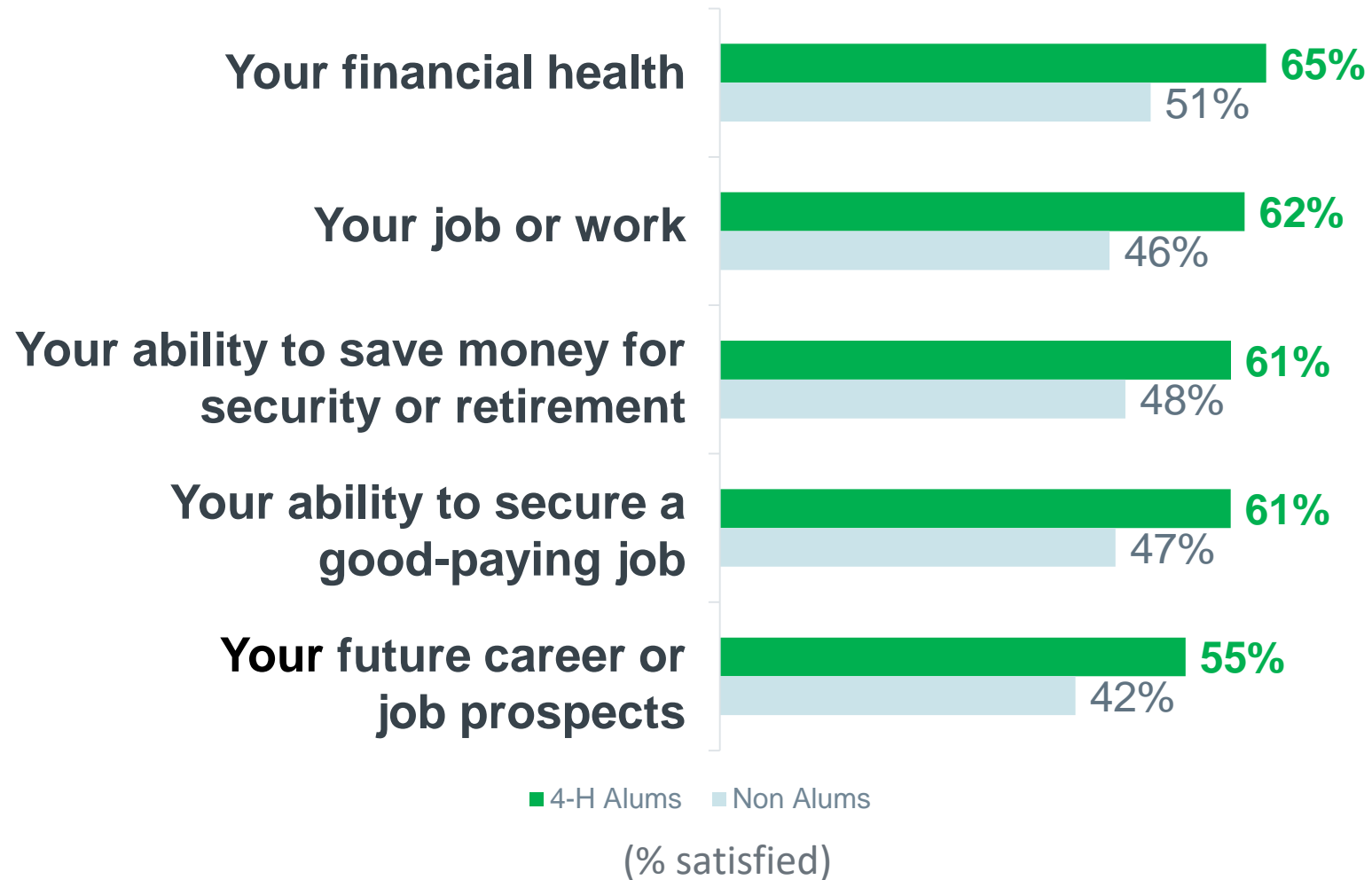
- 10+ years: **61%** very satisfied
- 5-10 years: 54% very satisfied
- 1-4 years: **37%** very satisfied

70% of Non Alums
are **satisfied** with their lives
(**31%** are **very satisfied**)

4-H'ers Are More Satisfied Socially & Emotionally

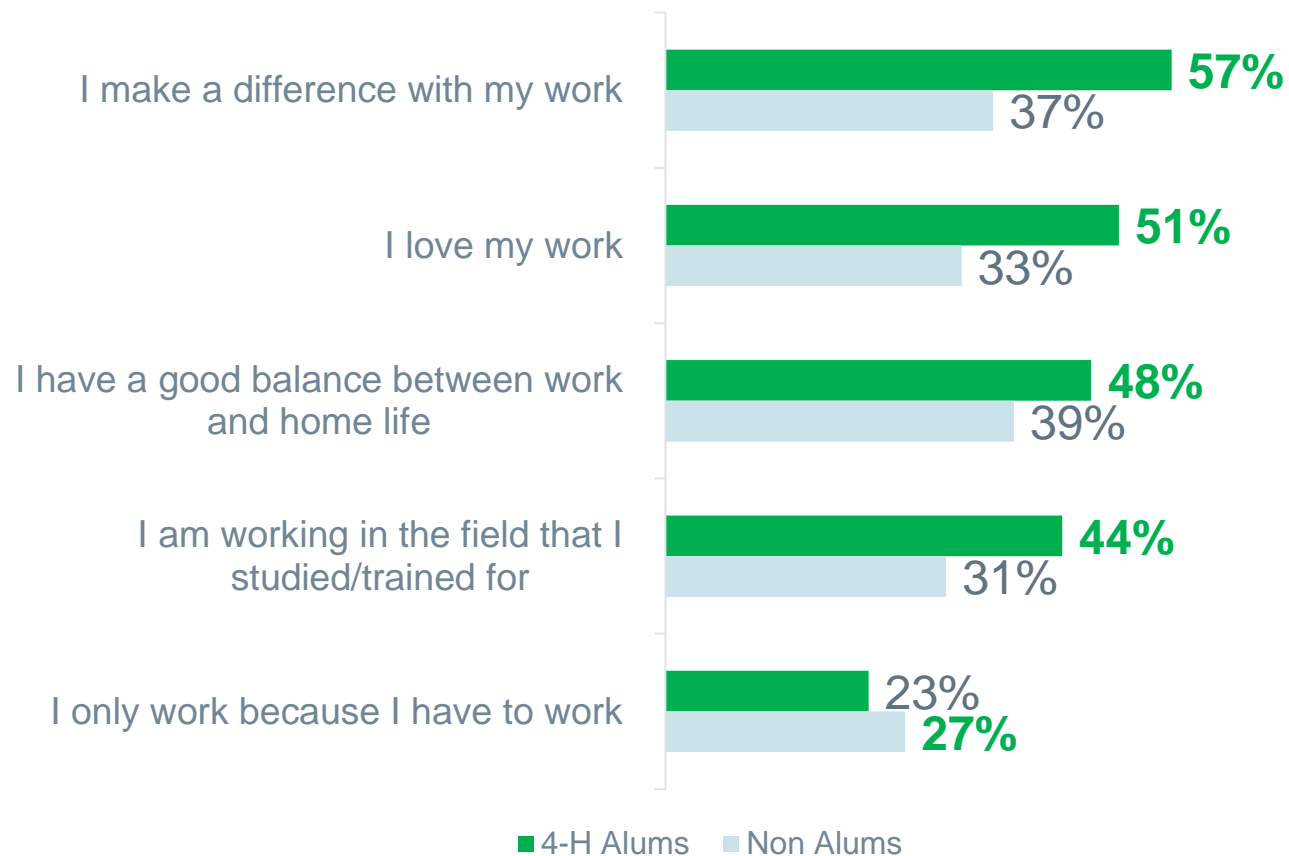


4-H'ers Are More Fulfilled by Their Jobs and Financially Secure



4-H'ers Make a Difference and Love Their Work

% Describes Perfectly or Very well



78% of Alumni say 4-H impacted succeeding in work and career

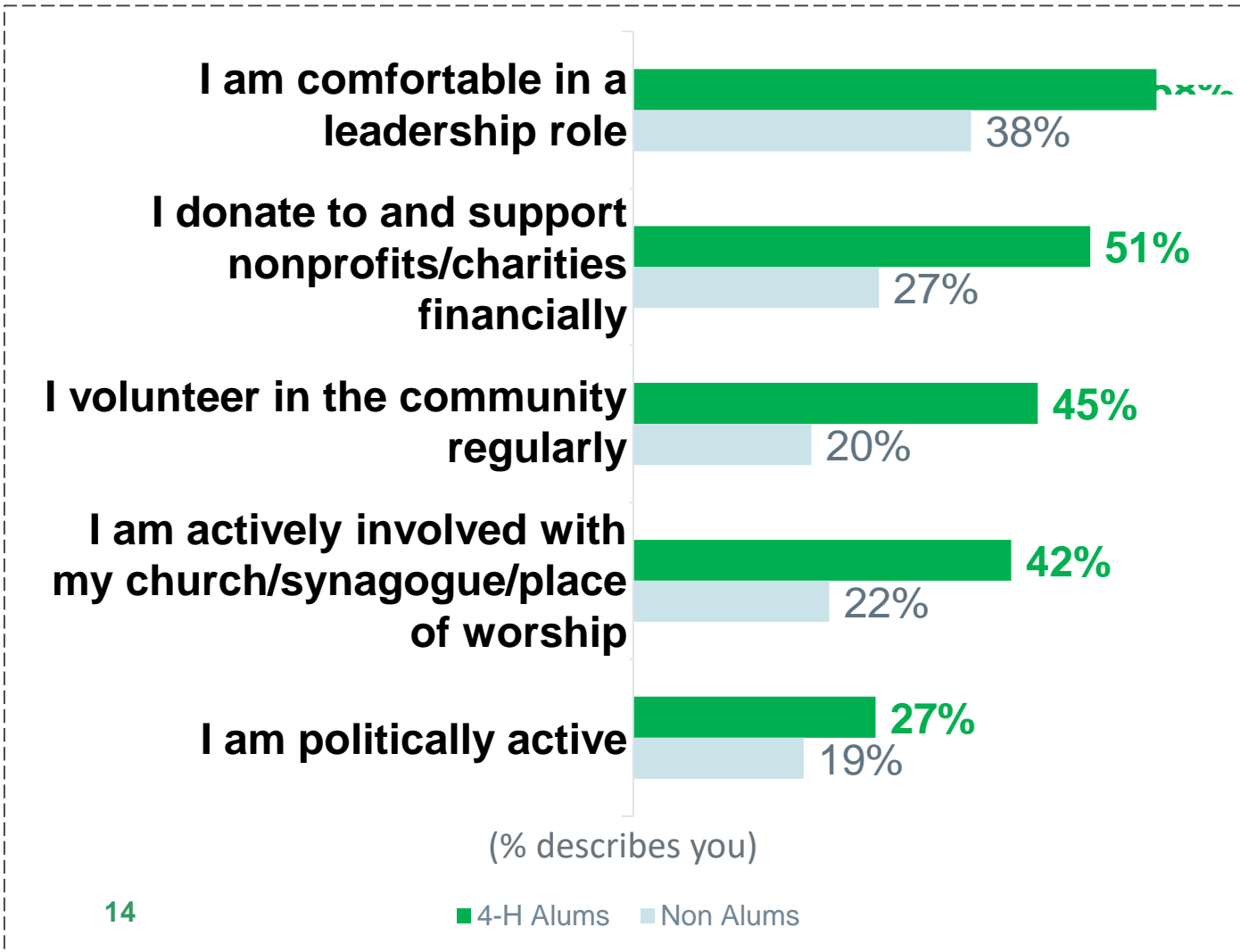
53% of Alumni say 4-H impacted choosing their career

Takeaway #2

Alumni are community advocates.

4-H Alumni are far more likely to donate, volunteer regularly, be involved with faith or politics, and support funding for public universities.

4-H Alumni are More Involved



68% of 4-H Alumni believe “My life will make a difference in the world”

50% of Non Alums believe “My life will make a difference in the world”

- Alumni Say their 4-H Experience Impacted Life in the Following Ways*
- ✓ Being a good citizen 91%
 - ✓ Creating confidence 91%
 - ✓ Leadership skills 86%
 - ✓ Civic engagement 79%

...And are Strong Supporters of Higher Education

Alumni Are More Likely to Believe in the Importance of Public State Colleges/Universities

	Alums	Non Alums
Believe public state colleges/universities important to their state and economic prosperity	82%	68%
Should increase funding levels for public state colleges/ universities in your state	58%	51%

53% of 4-H Alumni have a college or graduate degree

43% of Non Alums have a college or graduate degree



57% say more educated than parents

42% say more educated than parents

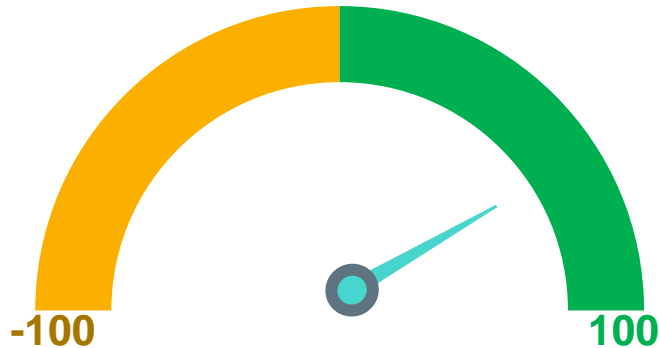
Takeaway #3

Allegiance to 4-H remains strong throughout life.

The brand's net promoter score is high. Even those that are somewhat disconnected still rate 4-H positively—indicating latent potential for engagement.

NPS linked to Participation and Connection

Net Promoter Score
(based on likelihood to recommend)



+60

Promoters	70%
Passives	20%
Detractors	10%

Strongest Brand Promoters:

Female Alums

Alums Age 55+

Parents With Children in 4-H
Alums in Northeast & Midwest

Rural Alums

Alums with 4-year Degrees

Former 4-H Leaders

High School 4-H'ers

High Participation in 4-H

Social Media Engagement



ALUMNI
DATABASE

398K

Database Growth	
Alumni	147K
Friends	251K



SOCIAL
MEDIA FOOTPRINT

846K

Key Sites	
Facebook	736K
Instagram	46K
Other (Twitter, LinkedIn, Pinterest, YouTube)	64K



Thank You.

Name

TITLE

O: PHONE

EMAIL