



## Alumni and Friend Relations Glossary

- Alumni:** **Alumni** are individuals who have aged out of 4-H, although they may still be involved in [Collegiate 4-H](#), have been involved in 4-H in some way, and who assert themselves as a 4-H alumni, regardless of their connection or where they were involved in 4-H. Ideally this person may be 18 years or older, however a young person who has not been involved in 4-H for several years could be an alumni of 4-H too.
- CA 4-H Foundation:** **The California 4-H Foundation** is the philanthropic arm of the California 4-H program. It is charged with seeking private support for California 4-H. Foundation staff are employees of the University of California Office of the President, and are co-housed with California 4-H Program staff on the UC Davis campus in the DANR building on Hopkins Road, Davis, CA.
- Collegiate 4-H:** **Collegiate 4-H** is open to all college students who wish to support youth and the 4-H program. Prior 4-H experience is not necessary, only an interest in the 4-H ideals and in serving the community. Collegiate 4-H is composed of students who want to be involved in a college or university affiliated club. Through club participation, Collegiate 4-H'ers will have the opportunity to be involved in group projects, leadership development, and recreation. 4-H clubs also provide service and support to their local and state 4-H programs, such as providing judges, presenting workshops and assisting with events.
- Data collection:** **Data collection** refers to the collection of names, addresses, phone numbers, etc., from people who are interested in being involved in 4-H. In this case, it does not refer to the formal enrollment process that clubs and volunteers must do in order to be an official 4-H member. This particular data collection is about getting to know your [alumni](#) better and collecting information that will help that process. If you are going to collect data on your alumni, you should be able to keep it in a confidential spreadsheet and use it to send out invitations to your events, ask for help with 4-H activities such as judging, and let alumni know about your local fairs and projects.
- Leader:** For the purpose of [alumni](#) and friend engagement, a **Leader** is someone who has been or who is currently a 4-H leader. The length of time and where they were leaders is not relevant to qualifying as a leader.
- Outreach:** **Outreach** is the intentional effort to communicate with people about 4-H AND collect important information from our friends. A successful outreach strategy includes having a goal and plan for the outreach effort, identifying your audience, having something interesting for people to do or see, and having

some memorable takeaways. In many cases it is highly recommended that you provide follow-up. This follow-up could be in the form of a thank you email, phone call, or invitation, depending on the goal and expected outcomes of your outreach efforts.

**Volunteer:**

For the purpose of [alumni](#) and friend engagement, a Volunteer is someone who has been or who currently is a volunteer with 4-H. This includes volunteering on an advisory board, an executive committee, project leaders, club leaders, event support, etc., If they identify themselves as being connected to 4-H through their volunteer efforts, regardless of when or where, they are a Friend of California 4-H.