

RAISE YOUR HAND

& PAY IT FORWARD



Raise Your Hand Alumni Activation

www.4-H.org/RaiseYourHand

MARCH 1 - JUNE 30, 2017

Overview

In 4-H, we believe in the power of America's youth to succeed in life; however, only one in three kids says they have the skills they need to handle what life throws their way.

That's why 4-H created "Raise Your Hand." A nationwide call to action for alumni to "raise their hands" to empower our nation's youth with the skills to lead for a lifetime.

Help us grow the next generation of True Leaders—because every child deserves the opportunity to succeed.

Target Audience

Moms 25-54 with school-aged children 6-18

Goals

- 1 Grow 10 million youth true leaders
- 2 Engage 2 million alumni
- 3 Become viewed as the #1 destination for Positive Youth Development
- 4 Raise \$125 million to grow in communities of need

Joining in is easy:

1



RAISE YOUR HAND

Go to 4-H.org/RaiseYourHand to show your pride as a 4-H alumni and vote for your state.

2



COMPETE FOR YOUR STATE

Raising your hand is a vote towards a \$20,000, \$10,000 or \$5,000 award for the states with the most alumni hands raised.

3



PAY IT FORWARD

Tweet, post and share your #4HGrown experience or support and tag fellow alumni asking them to raise their hands for their state at 4-H.org/RaiseYourHand



Creative Examples



How You Can Help



EDITORIAL PLACEMENT

- Feature Stories & Op Eds
- By-lined Articles
- Celebrity Alumni & Youth Interviews
- Local Youth Leadership Story Placement

AVAILABLE ASSETS

- Media Toolkit with Customizable Materials
- Campaign overview
- Compelling Youth Leadership Stories
- Alumni Influencer Spokespeople
- Youth Action Platforms



DONATED MEDIA PLACEMENT

- Publications (Newspapers, Magazines, Journals)
- Radio
- Television
- Out of Home (Billboards, Digital Billboards)
- Mobile
- Social Media
- Website / Blogs / Native Placement
- Email

AVAILABLE ASSETS

- Online Banners—Standard IAB
- Print Ads Customizable to Your Publications





EMAIL

Subject: Raise your hand to pay it forward to the next generation of 4-H'ers

Body Copy: This spring, 4-H is asking alumni to raise their hands!

We're supporting 4-H in this effort because we believe every child deserves the chance to succeed. If you're a 4-H alumni or know someone who is, we're asking for your help in spreading the word. Together we can help 4-H provide the hands-on learning that empowers kids across America with the skills to handle what life throws at them.

It's easy:

1. Raise Your Hand: Go to www.4-H.org/RaiseYourHand to show your pride as a 4-H alumni.
2. Compete for Your State: Raising your hand is a vote towards a \$20,000, \$10,000 or \$5,000 award for the states with the most alumni hands raised.
3. Pay It Forward: Tweet, post and share your #4HGrown experience or support and tag fellow alumni asking them to raise their hands for their state at www.4-H.org/RaiseYourHand.

Help kids learn responsibility, compassion, respect and the value of hard work by supporting 4-H. Together we can grow the next generation of true leaders.



SOCIAL AMPLIFICATION

1. Encourage your audience to share their #4HGrown experience/photos and tag other alumni asking them to raise their hand
2. On Facebook, Instagram or Twitter, ask consumers, stakeholders and employees to pay it forward and empower the next generation of true leaders by raising their hand as a 4-H alum at www.4-H.org/RaiseYourHand
3. Use the official hashtag in all social media posts: **#4HGrown**
4. Tag 4-H in your posts:
 - Twitter: **@4H**
 - Instagram: **@National4H**
 - Facebook: **@4-H**
5. Leverage Throwback Thursday [#TBT] to inspire pride and collect nostalgic 4-H alumni photos

Example Post:

6. Are you a **#4HGrown** Alum? Raise your hand to pay it forward & help the next generation of **#TrueLeaders**: www.4-H.org/RaiseYourHand

AVAILABLE ASSETS

- Social Media Kit & How-To