

Raise Your Hand Alumni Activation

FIELD EMAIL TEMPLATE

Subject Line: Are you a 4-H Alumni?

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



This spring, [state] 4-H is asking alumni to raise their hands!

We believe that 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

[Raise Your Hand (*hyperlinked button*)]

[Forward to a Friend (*hyperlinked button*)]

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.