



**NATIONAL 4-H
COUNCIL**

National 4-H Council Update www.4-H.org

4-H is the youth development program of our nation's Cooperative Extension System and USDA

4-H Brand Campaign Reaches Millions, Engages Prominent Alumni

It's an exciting time to be a part of 4-H as we grow 4-H's reach and relevance - especially with 4-H alumni. We know that reaching more kids with high-quality 4-H programs will take more resources at every level. Thanks to the *Grow True Leaders* Campaign that launched in April, we are celebrating several early wins that tell us we are on the right track:

- Campaign news coverage, advertising and social reach achieved through May is valued at \$9.4 million with reach/impressions totaling 685 million.
- Media companies like Comcast, Bloomberg and Country Music Television have donated \$1.5 million in free ad space to run 4-H's new PSA.
- One of our largest corporate donors has invested \$1.1 million over two years to support the campaign.
- 15,000 4-H alumni have joined the national 4-H alumni community in the past six months. In addition, prominent alumni including country music star Jennifer Nettles, NBC Weekend Today Anchor Craig Melvin, Congresswoman Terri Sewell (Alabama), Miss America Betty Cantrell and others participated and/or were honored during Grow True Leaders Week.
- The 4-H Marketing Online Resource Center is nearing 2,000 registrants. Learn more at <http://www.4-h.org/resource-library/4H-marketing-online-resource-center/>
- Thanks to Extension leaders, 27 land-grant universities are investing in the brand campaign this summer and beyond to increase 4-H awareness and alumni engagement in their states.



What's Next—Grow True Leaders Campaign Activation: Shout, Share, Support

It's time to get ready for the next phase of the campaign. SHARE activation (July 1 - October 31) will focus on 4-H alumni, giving them the opportunity to share their 4-H experience during fair season and National 4-H Week. It's a great way to rally alumni in communities nationwide to share their compelling 4-H stories and invite them to join the 4-H alumni network. Click here to learn more about the Share activation:

www.4-h.org/get-involved/grow-true-leaders-campaign/share/



MAJOR FUNDRAISING WIN: PAPER CLOVER PROMOTION

Great news—the *Tractor Supply Company-4-H Paper Clover Promotion* (http://www.tractorsupply.com/landing-pages_4-h_4h-paper-clover.html) raised \$935,351 in April - the most ever in a single season. In our seven year partnership, TSC has raised \$9.2 million. Proceeds support state and local 4-H Extension programs. Thank you to our local 4-H programs for continuing to make Paper Clover such a success. The fall Paper Clover Promotion will take place on October 5-16, 2016. And look for more information soon about upcoming Paper Clover Promotion webinars on July 25, August 4 and September 8.

Announcing the 2016 4-H NYSD Science Challenge: Drone Discovery

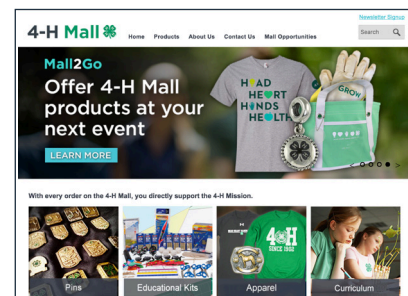
This year's exciting and interactive challenge - Drone Discovery - will take place on October 5. Under the guidance of Cornell University Cooperative Extension, thousands of students around the country will get the opportunity to explore the engineering design and flight principles of drones, with activities that will demonstrate how drones and remote sensing can be used to solve real-world problems. The nation's largest youth-led science challenge provides great visibility for 4-H Science nationally and locally. Order your kits now www.4-hmall.org



Cornell University
Cooperative Extension

4-H Mall Offers Exciting New Curriculum & Products, Fundraising Opportunity for your Club

We are excited to introduce new learning products and fun 4-H items that we've been developing for months. Visit the *4-H Mall New Items* (<http://www.4-hmall.org/Category/newitems.aspx>). And if you're a fan of our products, consider bringing a 4-H Mall pop-up shop to your local fair or event as a club fundraiser. Our Mall2Go program www.4-hmall.org allows you to sell our items and keep your profit to invest back into 4-H. Email Yohannes Berhane at yberhane@4-H.org if you are interested.



2017 Registration of Washington Focus Programs is Open



It's that time of year again! Register now for Citizenship Washington Focus (high school students) and Leadership Washington Focus (middle school students). www.4hcenter.org/youth-conference-center-overview/educational-programs/citizenship-washington-focus/

Keep in touch!

Be sure to always be in the know with the help of 4-H Professionals News and Notes. The weekly e-newsletter is delivered to in-boxes every Tuesday afternoon. Sign up for 4-H Professionals News and Notes at <http://www.4-h.org/newsletters>

Are you a 4-H alum?

Keep up with the latest 4-H news and stories, learn about other 4-H alumni who are making a difference and show your 4-H pride! Sign up now for regular updates about events and information for 4-H alumni and ways you can keep making an impact through 4-H: www.4-h.org/4Hgrowshere-alumni/

Sign-up now for National 4-H Council Webinar Series

<https://www.surveymonkey.com/r/XMBY36X>

This Summer, National 4-H Council will hold a series of webinars and trainings on topics, promotions and events that are important to the 4-H community, including the *Grow True Leaders* Campaign "Share" Activation, 4-H National Youth Science Day, National 4-H Week, Paper Clover Promotion and more. For your convenience, dates and information about the numerous webinars are included in one place for easy sign up. The first webinar, to be held on June 30, will preview the summer webinar series.

Learn more about 4-H at www.4-H.org

