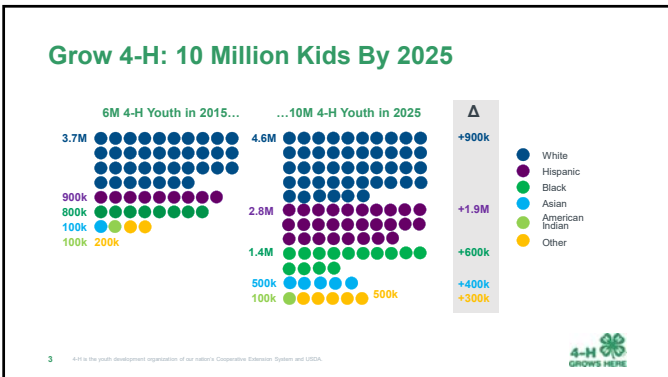




Summer Update
2016





4-H System Aligned Around Growth

Engage 10M Youth

4-H to Reflect the Population Demographics,
Diverse Needs of the Country



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Council's Unique Role in Growth

FY16-18 Strategic Plan Outcomes



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Formula for Growth



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4-H Alumni: An Untapped Resource

25 MILLION
4-H ALUMNI
AND FAMILIES

96% BELIEVERS

Only **38%** feel connected/informed to 4-H.





4-H Grows True Leaders Campaign Goals

10 Million True Youth Leaders

2 Million Alumni Champions

#1 Destination For Positive Youth Development

\$125 Million Revenue Goal



How Funds Will Support Growth

Deploying \$125M over 5 years

Scaling Programs (\$100M)

Building Capacity (\$25M)

STEM, Health, Citizenship,
Mentoring, Food & Agriculture

Brand, Underserved, Technology,
Evaluation, Prof/Vol Development

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Grow True Leaders Week – April 2016



National 4-H
Conference
ALL WEEK

Youth Voice:
True Leaders Rally
APRIL 12

Legacy
Awards
APRIL 12

Congressional
Breakfast
APRIL 13

Youth Action:
Hill Visits
APRIL 13

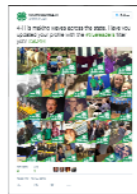
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Campaign Launch Results

OVERALL REACH:

685M



MEDIA VALUE:

\$9.4M



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Early Campaign Wins

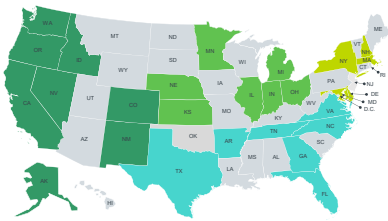


- \$1.5 million in donated media
- \$9.4 million in overall media value
- 15,000 new alumni addresses
- New corporate prospects in the pipeline
- Local alignment creates national relevance
- Extension investment in 27 states

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Campaign Expanded through Local Engagement: LGUs Investing \$800K Annually



West: 8 institutions
 North Central: 7 institutions
 South: 7 institutions
 Northeast: 5 institutions

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4-H System: What's Ahead

- 4-H Marketing Assets in [Spanish](#)
- Grow True Leaders Campaign resources: Fair season alumni engagement toolkit
- Alumni contact info from 4-H.org
- National 4-H Week and NYSD webinars and resources
- Annual marketing and promotions [calendar](#)
- National 4-H Week and NYSD nationwide promotion
- Campaign resources: Digital Clover Promotion

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Investor LGUs: What's Ahead

- Exclusive training to accompany fair season alumni toolkit
- Alumni contact info plus engagement tips and strategies
- Dedicated national marketing staff support
- Annual marketing promotions calendar: National Marketing Training Series
- Engagement with your field marketing liaisons
- Pro-bono media priority
- Strategy support for making the most of Digital Clover
- State marketing plans and dashboards aligned with national training
- Marketing Bootcamp at NAE4-HA
- End of year giving e-templates aligned with national branding
- Refresh of online fund development toolkit for launch in Q3 FY17
- Regular investor communications

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Fundraising Wins Tied to Trustee Influence



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Trustees Personal Giving

TRUE LEADERS CIRCLE

2020 GOAL:

10M

PLEDGE TO DATE:

\$933K

Corporate Supporters:

- Martha Bernadett
- Joseph Dzialo
- David Epstein
- Landel Hobbs
- Alison Lewis
- Teresa Paulsen
- Jennifer Whitlow

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Board Development Objective:

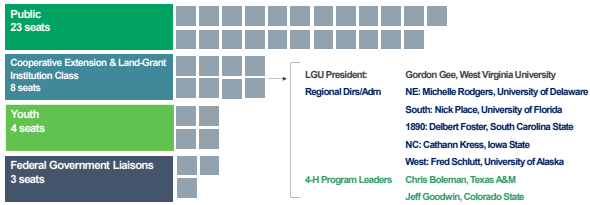
Increase Council's fundraising power to maximize financial support of Extension's goal to reach 10 million 4-H youth

Role:	80 percent focused on fundraising
Size:	20 Trustees or less to improve effectiveness
Criteria:	Trustees required to meet personal giving and fundraising
Composition:	C-Suite execs across key industries
Structure:	Stakeholder advisory groups for Extension, Youth, Agri-business

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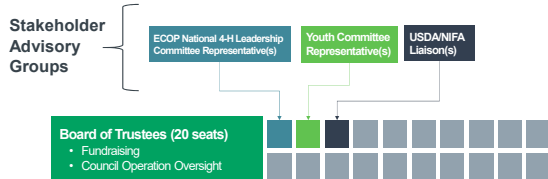
Current Board Structure:



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Proposed Board Structure:



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Key Principles

- National 4-H Council Board ensures fundraising efforts are informed by Cooperative Extension priorities.
- Changes will further clarify the roles and responsibilities of the three partners (Extension, USDA and Council) as outlined in the MOU.
- Extension and Youth have a voice in Council strategy. Each advisory group will have full voting seat.
- Timeline:



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Feedback Request

- How do we ensure we maintain alignment and accountability?
- What Extension/4-H priorities do we need to take into consideration?
- What steps will we need to take to maintain strong relationships?
- How can we best create clarity around the overall benefit to 4-H of these changes?

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Thank You!

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