

# YOU CAN HELP INSPIRE KIDS TO DO

SPARK DOING. DONATE NOW AT [4-H.ORG/SPARKDOING](http://4-H.ORG/SPARKDOING)



## End-of-Year Giving

NOVEMBER 1 - DECEMBER 31, 2018

### Overview

This document provides an overview of the 2018 end-of-year giving appeal, along with information and templates available exclusively to 4-H Grows investor institutions for your own fundraising.

Building on the launch of Inspire Kids to Do, this end-of-year fundraising appeal will carry forward that theme, showcasing stories of outstanding 4-H youth, how they've been inspired by 4-H and how they continue to inspire and impact those around them.

### Need to Know

- Timing: November 1 - December 31, 2018.
- Audience: 4-H alumni and parents, with a focus on moms, 25-54 years old with school-aged children.
- Goals: Drive individual donations at both the local and national levels by showcasing the power and impact of 4-H.
- Assets: Customized assets include social media graphics and flyers. If the assets haven't been provided to you, ask your state's 4-H Grows marketing liaison or Director of Field Marketing.
- Messaging: Sample messaging is provided in this document that outlines the main messaging and a 4-H'er featured in the national campaign, as well as sample messaging for both social media and email promotions. We encourage you to localize and customize the sample messaging!

### National Messaging

*Local messaging and templates can be found on page 3.*

Kids are fast learners. But they can learn more, faster and further with hands-on learning experiences. 4-H is the youth organization that gives kids the opportunity to learn-by-doing to build the leadership, independence and life skills they need today to prepare them for the future.

Join 4-H in inspiring kids to do and get the hands-on learning they need.

Spark Doing. Donate to 4-H now to help us give more kids the opportunity to do, and build the skills they need to become True Leaders.

*Alternative last paragraph - can rotate:*

Be an Inspiration. Donate to 4-H now to help us inspire more kids to do, and build the skills they need to become True Leaders.

Donate Now [4-H.org/SparkDoing](http://4-H.org/SparkDoing)

### YOUTH STORIES

The appeal will feature stories of real 4-H'ers, the ways 4-H has inspired them and how they are using their skills to inspire others, such as:



**Kyra-Lee**, New York 4-H'er, 2017 Youth in Action Citizenship Pillar Winner

Never wanting other kids to feel as powerless as she did against her mom's life-threatening health crisis, Kyra-Lee was inspired to empower others. 4-H gave Kyra-Lee the skills and encouragement to pursue her dream of helping youth in her Brooklyn community take control of their destinies and dream big.

Be an Inspiration. Donate Now at [4-H.org/SparkDoing](http://4-H.org/SparkDoing)

# Exclusive End-of-Year Giving Assets

[4-H.org/growsportal](http://4-H.org/growsportal)

- Campaign messaging
- Campaign social media graphics
- Web ad banners
- Youth stories
- Email and social media messaging
- Spanish language materials
- Campaign imagery
- Flyers

Speak to your Director of Field Marketing and Training for additional guidance.

## Creative Examples

Custom social media content posts created exclusively for investor states



## Recommended Channels and Resources



### SOCIAL MEDIA

1. Suggested platforms: Facebook, Instagram and/or Twitter
2. Use the official hashtag(s) in all social posts: #InspireKidstoDo, #SparkDoing, #GivingTuesday
3. Tag 4-H in your posts:
  - Twitter: @4H
  - Instagram: @National4H
  - Facebook: @4-H

#### NATIONAL SAMPLE MESSAGING:

(Ideas for Your State on Page 3)

##### Twitter

With just a little inspiration, kids are empowered to dream big! Spark doing by donating to 4-H and help us inspire tomorrow's leaders today. [4-H.org/SparkDoing](http://4-H.org/SparkDoing)

This #GivingTuesday, be an inspiration. Join 4-H in inspiring kids to do. Donate today: [4-H.org/SparkDoing](http://4-H.org/SparkDoing)

##### Facebook

This #GivingTuesday, be an inspiration. Join 4-H in inspiring kids to get the hands-on learning they need tomorrow, and to become the leaders we need in the future. Inspire kids to do. Donate today: [4-H.org/SparkDoing](http://4-H.org/SparkDoing)

From powerless to empowered, Kyra-Lee used her experiences to encourage youth in her Brooklyn community to take control of their destinies and dream big. Help us inspire more kids like Kyra-Lee to do by donating to 4-H at [4-H.org/SparkDoing](http://4-H.org/SparkDoing)

The lives of over 40,000 kids in Oklahoma have changed, thanks to Serena's passion for ag and desire to be a leader in her community. Be an inspiration. Donate today to help more kids like Serena become today's doers and tomorrow's leaders. [4-H.org/SparkDoing](http://4-H.org/SparkDoing)



### EMAIL

National 4-H Council will send five emails nationally as part of the end-of-year appeal series.

#### NATIONAL EMAIL SCHEDULE:

1. 11/07/18: Ways to Give & Introduction to Campaign
2. 11/27/18: Giving Tuesday
3. 12/05/18: Reminder to Donate
4. 12/19/18: Holiday Card
5. 12/27/18: Last Chance to Donate/Tax Savings

#### RECOMMENDED LOCAL EMAIL SCHEDULE:

This is a basic schedule to get you started.

1. 11/27/18: Giving Tuesday
2. 12/12/18: End-of-Year Appeal
3. 12/28/18: Last Chance to Donate/Tax Savings



### WEB

End-of-Year Giving Web Page:  
[4-H.org/SparkDoing](http://4-H.org/SparkDoing)

Donors will have the ability to choose whether they want to give nationally or locally to state 4-H programs.

# Email Messaging Templates for Your State

## EMAIL MESSAGING TEMPLATES

### IF YOU HAVE A YOUTH STORY TO TELL:

A powerful way to connect with potential donors is to tell them a story about a local 4-H'er that makes an emotional connection.

Your email will need a strong subject and headline up front to grab your reader's attention, as well as a persuasive closing and a click-through to your local URL so that people can donate easily.

Below is an example of an e-mail that you can adapt for your local needs.

**Subject line:** You Can Help Inspire Kids to Do

**Headline:** Help Inspire More [State] Kids Like [name of local 4-H'er] to Do

[Insert story about local 4-H'er, for example: In Oklahoma 4-H, mentors helped Serena to develop the agricultural expertise and leadership skills necessary to start educational workshops for kids in her community, growing the knowledge and passion for agriculture in the next generation of doers. Her popular workshops have changed the lives of over 40,000 kids.]

Kids are fast learners, but they can learn more, faster and further with hands-on learning experiences. 4-H gives our kids the opportunity to learn-by-doing to build the leadership, independence and life skills they need today to prepare them for tomorrow.

["Insert quote from 4-H'er."]

With just a little inspiration, you can empower our kids to dream big! Spark doing by donating to [STATE URL] and help us inspire tomorrow's leaders today.

[Salutation]

[Local photo]

### IF YOU NEED TO USE A MORE GENERAL MESSAGE:

The emails we send out to potential donors for our end-of-year giving campaign must highlight the impact that our donors have on 4-H'ers. Photos in particular are a great way to capture your reader's attention.

If you don't have a specific local story to include in your fundraising email, the email below can be adapted for your state.

**Subject line:** You Can Help Inspire [State] Kids to Do

**Headline:** Help Inspire More [State] Kids Like [name of local 4-H'er] to Do

Kids are fast learners, but they can learn more, faster and further with hands-on learning experiences. 4-H gives our kids the opportunity to learn-by-doing to build the leadership, independence and life skills they need today to prepare them for tomorrow.

Be an Inspiration. Your donation this holiday season will inspire more kids to build the skills they need to become True Leaders. To learn more about some of our incredible 4-H'ers, visit [state 4-H page].

You can make a difference. Donate now at [insert state URL].

[Salutation]

[Local photo]

## SOCIAL MEDIA MESSAGING TEMPLATES

### TWITTER

With just a little inspiration, @state4Hhandle kids are empowered to dream big! #SparkDoing by donating to @4H and help us inspire tomorrow's leaders today. [local donation page link]

This #GivingTuesday, be an inspiration. Join @state4Hhandle and #InspireKidstoDo. Donate today: [local donation page link]

### FACEBOOK

This #GivingTuesday, be an inspiration. Join @state4Hhandle in inspiring kids to get the hands-on learning they need today, and to become the leaders we need tomorrow. #InspireKidstoDo. Donate today and #SparkDoing: [local donation page link]

From powerless to empowered, [local 4-H'er] used her experiences to encourage youth in her community to take control of their destinies and dream big. Help us inspire more kids like [local 4-H'er] to do by donating to 4-H at [local donation page link]. #InspireKidstoDo #SparkDoing

Thanks to [local 4-H'er's] passion for [4-H project] and desire to be a leader in her community, [she/he] has impacted the lives of over [number] in [state/county/town]. Be an inspiration. [local donation page link]

Donate to @state4Hhandle today to help more kids like [local 4-H'er] become today's doers and tomorrow's leaders. #InspireKidstoDo #SparkDoing [local donation link]