

**Give a Clover.
Help a Child
Succeed.**

DONATE



Alaska Local Give a Clover Campaign



Alaska Give a Paper Clover Clover Campaign

- November 29th – Dec 19th
- \$1 (minimum) “clovers”
- Work with local businesses to sell “clovers”
- Clover Tree
- Raise Money!



Why Participate?

- Great opportunity to raise funds while showcasing the 4-H program.
- Good opportunity to form relationships with your local business owners.
- Teach your 4-Hers valuable customer service and marketing skills.
- Provide a really cool holiday decoration (tree with 4-H clover photo ornaments) for a local business.



Kick off...

- Districts may choose to start November 29th or anytime after, or choose one day (Dec. 15th designated) as one day, or a weekend
 - Make it work for your district
- “Clovers” for sale will be photos similar to the ones in this presentation and 4-H logos.
- Or youth may make their own to decorate and sell!



Step 1 – Engage Clubs to Participate

- Work with clubs to identify a business that they would want to approach to set up a table to sell “clovers.”
- Use “toolkit” for information to share with businesses
 - Tip sheets for dialogue for youth/leaders to use
 - Flyers to localize and print



Step 2 – Plan with Business

- Give clubs an opportunity for ownership of their agreement with the business they are working with
 - Day(s)
 - Time(s)
 - Tree set up before/after/etc.
 - Sell “clovers” outside of times club is there?
- Money collection
 - Checks: UAF Foundation (designate 4-H Fund 60507 in memo)
 - Credit cards: UAF Foundation – QR code and direction provided in packet
 - Cash – collected in an envelope



Step 3 - Advertise

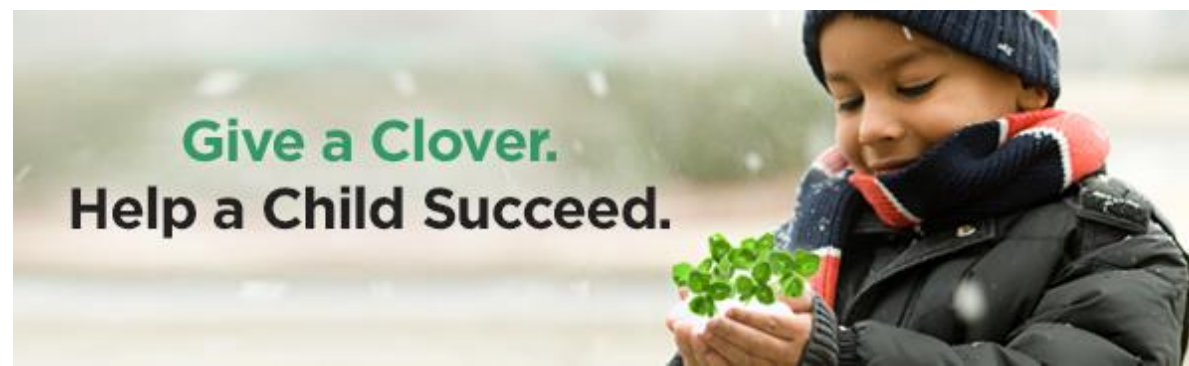
- Use the “toolkit” to advertise your districts date(s) for Give a Paper Clover (Dropbox)
- Print/hang flyers all over town
- Email information
- Social media blitz
- Call friends



Step 4 – The Campaign!

How to maximize this opportunity?

- In store participation is key to a successful campaign!
- Bring tables, chairs, tree to business
- Have 4-H info materials available
- Wear 4-H garb
- “clovers” and ribbons mailed to you
- Smart phone to run credit cards
- Donor Log
- Enthusiasm!



One Day Campaign

- Set up shifts for clubs to come in and work table to sell “clovers”
- Sell a “clover” – mark the amount – name of individual – hang on tree
- Use “thank you” cards for each sale
- Have candy canes for clover buyers!
- At end of day, deposit cash, write one CASHIERS check to UAF Foundation for cash amount
- Send checks and envelope tracking sales to:

Candi Dierenfield
UAF CES 4-H
PO Box 756180
Fairbanks, AK 99775



More Than One Day Campaign

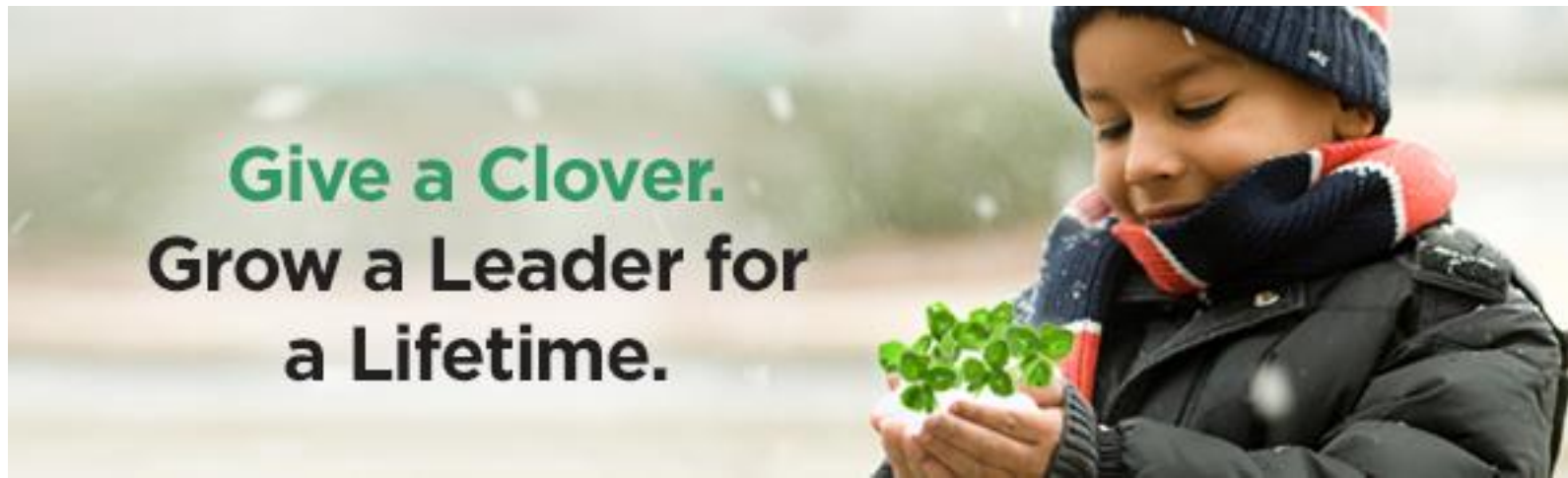
- Advertise dates
- Set days/shifts up for club(s)
- If business agrees to sell “clovers” when 4-Hers are not there, ensure they have envelope for money and that they record sales.
- Sell a “clover” – mark the amount – name of individual – hang on tree
 - Have ribbons pre-attached
- Ensure there are plenty of “thank you” cards for donations
- Upon completion – same as one day campaign (one check to cover cash, send checks and envelope to Candi)

What else can you do?

- Set up a display about your 4-H program. Be sure to include how the money raised will benefit the program.
- Schedule to have 4-Hers physically in the store to greet customers and share their 4-H experience.
- Post signs at your Extension Office, post office, community bulletin boards, etc. promoting the opportunity.
- Share on your social media sites about the promotion and encourage your leaders to share as well!
 - The more 4-H supporters you have in store the more funds you will raise. This is a great way to get your leaders' association involved!

Money Details

- It is IMPERITIVE that we ensure that this information is on all checks in the memo:
 - Please designate **4-H Fund 60507** to indicate that the donation should be allocated to the discretionary (spendable) fund
 - * 4-H Fund 60507 should be in the memo of EVERY check
 - Credit cards will be set up through UAF Foundation
 - – must add 4-H Fund 60507



What Do We Get Out of It?

- Following the promotion, 50% of your proceeds will be allocated to your district 4-H program.
 - Cost per clover is about \$.20, leaving about \$.80 per clover as proceeds.
 - Foundation has a 1% administrative fee.
- 50% of the proceeds to aid in funding statewide 4-H projects, like Youth in Governance
- Expenditure of funds will depend on how much we bring in.
 - Will follow UAF purchasing policies
 - Funds may be used for 4-H project supplies, camp scholarships, etc.
 - Must directly impact 4-H youth.
 - Accessed by 4-H staff
- Goal: \$15,000



Growing Our Story!

- We need your stories!
- Pick an individual or a group of individuals who will benefit from this fundraiser.
- Send me an email with:
 - a photo of the people involved
 - An explanation of why this program is making a difference in their lives... be as specific and as detailed as possible.
- This helps us promote the partnership and in turn increases the funds raised!
- Send emails to: cldierenfield@alaska.edu

Questions?

Candi Dierenfield
4-H Youth Development
cldierenfield@Alaska.edu

907-474-1909

**Give a
Clover.
Grow a
Leader
for a
Lifetime.**

DONATE

