

90 Second Commercial

What should I include in my 90 second commercial?

- **Context** – Define the area (s) of interest and share relevant context with the donor.
- **Gap/Opportunity** –Describe the known gap and what is not currently taking place and build the cause for support for your unit in this area.
- **Priorities** – Describe what the unit is doing in the specific area of interest and explain why it is important.
- **Impact** – Talk about the impact the gift will make. What will change as a result of this gift? Do not focus on the numbers but on tying the donor’s emotional connection to the cause and impact the gift can make.
- **Cool Kids** – If relevant share a donor (s) that has given at a certain level and that can help move the donor you are pitching to make the gift.
- Conclude commercial with a galvanizing question that invites the donor’s input.

Sample 90 Second Commercial:

Context: 4-H is deeply rooted in Ohio as it began in Ohio in 1902. Camps, international travel, college scholarships, STEM programs, county fairs, growing gardens, job training. These are just a few of the programs and skills Ohio youth can experience when participating in 4-H. The H’s in 4-H stand for Head, Heart, Hands and Health. In 4-H, young people make new friends, develop skills, become leaders and assist in shaping their communities. Ohio 4-H uses funding to grow 4-H and ensure 4-H professionals and volunteers have the dollars needed to create innovative, experiential programs that offer a variety of educational opportunities.

Gap: Ohio 4-H relies on county commissioners as well as state and federal legislators to provide funding. This funding is continually being reduced due to budget cuts and this threatens the stability of Ohio 4-H to have a presence in every county. Increasing the program fund will allow 4-H to continue on with its mission whether or not there is government support. The risk of losing 4-H is real as Ohio currently has one county at risk of losing its 4-H program as there is no longer local support to sustain its funding.

In order to continue with its founding mission to develop “youth as individuals and as responsible, productive members of the community in which they live,” Ohio 4-H needs your financial support. To keep youth attracted, Ohio 4-H needs to continue to create ground-breaking programming that keeps up with changing technology and the interests of youth today. If there is not a continued increase in donor funding, future 4-H’ers will not be able to experience the programs past 4-H’ers experienced that helped to prepare them so well for the future.

Impact: The impact of your support is youth in every county in Ohio will continue to have access to all the programs 4-H has to offer. They will have the scholarships needed not only to help with paying for college, but in order to travel nationally and internationally as a 4-H participant. Camps will have the funds to keep their buildings safe and their equipment updated.

Priorities: Over 200,000 youth participate each year in the various programs 4-H has to offer. Ohio 4-H depends on donor support to continue successful programs, develop new initiatives and improve Ohio 4-H offerings at the state and county levels. Ohio 4-H aims to generate enough funding to sustain its programming regardless of government funds.

Cool Kids: In 2015, Ohio 4-H had 2,233 unique donors that invested over \$1,300,000 in Ohio 4-H programs, capital projects and scholarships.

Do you want to help make a difference in the lives of Ohio youth?