

RAISE YOUR HAND

WIN \$20K FOR YOUR STATE!

Raise Your Hand Activation

www.4-H.org/RaiseYourHand

APRIL 1 - MAY 15, 2018

Overview

In 4-H, we believe in the power of America's youth to succeed in life; however, only one in three youth say they have the skills they need to handle what life throws their way.

That's why 4-H created "Raise Your Hand." A nationwide call to action for alumni and friends to "Raise Your Hand" to empower our nation's youth with the skills to lead for a lifetime.

The three states with the most hands raised will win \$20,000, \$10,000 and \$5,000! Stay tuned for surprise incentives along the way. State 4-H programs will also receive the contact information of those who vote for their state so that they can be further engaged as friends of 4-H locally.

Help us grow the next generation of True Leaders—because every child deserves the opportunity to succeed.

Target Audience

Moms 25-54 with school-aged children 6-18

Voting is easy:

1



RAISE YOUR HAND

Go to 4-H.org/RaiseYourHand to support youth in your community by completing the form to vote for your state.

2



COMPETE FOR YOUR STATE

Raising your hand is a vote towards a \$20,000, \$10,000 or \$5,000 award for the three states with the most alumni hands raised.

3



PAY IT FORWARD

Tweet, post and share your support using the hashtag **#4HGrown**, and ask your network to support and share. 4-H.org/RaiseYourHand

Goals

- 1 **Grow our community of 4-H alumni and friends in three, easy steps.**
- 2 **Engage 4-H alumni and friends to spread the word and help us grow even more #TrueLeaders through 4-H.**
- 3 **Raise awareness of the life-changing impact of Cooperative Extension's 4-H youth development program.**

Sample Activation Creative

Visit www.4-H.org/MORC to download an array of print and digital assets that you can use to promote the Raise Your Hand activation in your state. 4-H Grows investor states will also receive a suite of customized assets. Contact your state's Field Marketing Liaison to learn more.

RAISE YOUR HAND

WIN \$20K FOR YOUR STATE!

4-H GROWS HERE

VOTE NOW

RAISE YOUR HAND

FOR KIDS IN YOUR COMMUNITY!

Every hand raised is a vote for your state to win \$20K. Vote Now 4-H.org/RaiseYourHand

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FOR KIDS IN YOUR COMMUNITY!

Raise your hand to help attend the conference, with your vote! In a 4-H field, every vote counts! A vote for your state 4-H to win \$20,000 towards the National 4-H Conference! The proceeds from this contest will go to 4-H.org/RaiseYourHand

4-H GROWS HERE

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VOTE NOW

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VOTE NOW

Sample Messaging



FRIENDS

Subject: Raise Your Hand for [STATE] Youth!

Preview Text: The state with the most hands raised will win \$20,000 for their local 4-H programs.

4-H gives youth the opportunity to learn by doing, grow from failure and develop the skills they need to handle what life throws their way. Starting today, we're asking you, friends of 4-H, to Raise Your Hand to support 4-H'ers in **[STATE]**.

Each hand raised is a vote towards a \$20,000, \$10,000 or \$5,000 award for the three states with the most hands raised. Help bring the high-quality 4-H experience to even more youth right here in **[STATE]**.

Raise your hand to support youth in your community.

Raising your hand is as easy as 1, 2, 3:

- 1. Raise Your Hand:** Go to 4-H.org/RaiseYourHand to vote for your state.
- 2. Compete for Your State:** Raising your hand is a vote towards a \$20,000, \$10,000 or \$5,000 award for the states with the most hands raised.
- 3. Pay It Forward:** Tweet, post and share your **#4HGrow** support and ask your network to raise their hands at 4-H.org/RaiseYourHand

Thank you for your support and don't forget to Raise Your Hand by May 15th!

ALUMNI

Subject: Raise Your Hand for [STATE] 4-H Youth!

Preview Text: The state with the most hands raised will win \$20,000 for their local 4-H programs.

4-H gives youth the opportunity to learn by doing, grow from failure and develop the skills they need to handle what life throws their way. No one knows better than you, a 4-H Alum, the life-changing experience 4-H provides. We're asking you to Raise Your Hand to support 4-H'ers in **[STATE]**.

Each hand raised is a vote towards a \$20,000, \$10,000 or \$5,000 award for the three states with the most alumni hands raised. Show your 4-H pride and raise your hand to help bring the same opportunities to even more youth right here in **[STATE]**.

Raise your hand to support youth in your community.

Raising your hand is as easy as 1, 2, 3:

- 1. Raise Your Hand:** Go to 4-H.org/RaiseYourHand to vote for your state.
- 2. Compete for Your State:** Raising your hand is a vote towards a \$20,000, \$10,000 or \$5,000 award for the three states with the most hands raised.
- 3. Pay It Forward:** Tweet, post and share your **#4HGrow** support and ask your network to raise their hands at 4-H.org/RaiseYourHand

Thank you for your support and don't forget to Raise Your Hand by May 15th!

Sample Messaging



FRIENDS

Raise your hand for youth in your community to help give them the confidence, skills and leadership @4H provides: [**4-H.org/RaiseYourHand**](https://4-H.org/RaiseYourHand) **#4HGrown**

Your vote will get **[STATE]** one step closer to winning up to \$20K! Raise your hand today to give more youth hands-on @4H experiences: [**4-H.org/RaiseYourHand**](https://4-H.org/RaiseYourHand) **#4HGrown**

Want to give more youth the chance to experience @4H in **[STATE]**? Raise your hand to help us win up to \$20K to help grow local 4-H programs! [**4-H.org/RaiseYourHand**](https://4-H.org/RaiseYourHand) **#4HGrown**

If you believe in the power of @4H and growing more #TrueLeaders in your community, your #4HGrown! That's why we need your vote to help **[STATE]** 4-H win up to \$20K. Raise your hand today! [**4-H.org/RaiseYourHand**](https://4-H.org/RaiseYourHand)

We want you to raise your hand for **[STATE]** 4-H so we can grow more #TrueLeaders in our communities. The more hands raised for **[STATE]**, the closer we are to winning up to \$20K! [**4-H.org/RaiseYourHand**](https://4-H.org/RaiseYourHand) **#4HGrown**

Youth need @4H to become the #TrueLeaders they're destined to be. Raise your hand to help **[STATE]** 4-H win \$20K towards growing more #TrueLeaders in the communities across our state! [**4-H.org/RaiseYourHand**](https://4-H.org/RaiseYourHand) **#4HGrown**

ALUMNI

We're calling all #4HGrown alums to raise your hand for @4H! By showing your 4-H pride, you can help your state win up to \$20K! [**4-H.org/RaiseYourHand**](https://4-H.org/RaiseYourHand)

Want to help your @4H state win \$20,000? Show your pride by raising your hand as a **#4HGrown** alum! [**4-H.org/RaiseYourHand**](https://4-H.org/RaiseYourHand)

Give youth today the opportunities you had when you were in @4H. Raise your hand as a #4HGrown alum and help your state win up to \$20K! [**4-H.org/RaiseYourHand**](https://4-H.org/RaiseYourHand)

More youth in **[STATE]** need @4H, and **[STATE 4-H]** needs you! Raise your hand as **#4HGrown** and help us win \$20K for local programs. [**4-H.org/RaiseYourHand**](https://4-H.org/RaiseYourHand)

This #TBT, we celebrate **#4HGrown** alums! Share your @4H memories, and help us create new ones for even more youth today! Raise your hand & help **[STATE]** win up to \$20K towards local 4-H programs! [**4-H.org/RaiseYourHand**](https://4-H.org/RaiseYourHand)