

RAISE YOUR HAND

& PAY IT FORWARD

March 1 - June 30, 2017

**HELP TEXAS 4-H AND YOUR
COUNTY WIN \$20,000!**



TEXAS A&M
AGRILIFE
EXTENSION





Raise Your Hand Alumni Activation

MARCH 1 - JUNE 30, 2017

**Help Texas 4-H, your county,
and you win \$20,000!**

Overview

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

That's why Texas 4-H is participating in "Raise Your Hand." A nationwide call to action for alumni to "raise their hands" to empower our nation's youth with the skills to lead for a lifetime.

This is your chance to help Texas grow the next generation of True Leaders - because every child deserves the opportunity to succeed and by doing so, you can help Texas 4-H win \$20,000.

Between March 1 and June 30, 2017, we are asking every county to solicit alumni to reconnect with 4-H by signing up online and pledging their commitment to the mission of 4-H in Texas and across the country. The state with the most 4-H alumni signed up at the end of the campaign wins a \$20,000 prize that we are going to share with you!

Prizes

To encourage our 4-H members and County Extension Agents/Offices to participate, the Texas 4-H Development Foundation and the Texas 4-H Youth Development Program are offering a prize package back to our county 4-H Programs and County Extension Agents based on the state winning the \$20,000 grand prize.

Prizes will be based on the number of alumni completing the online form.

- **\$500 each to the top eight counties** who have the most alumni signed up (minimum of 50 alumni required).
- **\$100 to the county 4-H coordinators** of the top ten counties to be used for professional development opportunities during 2017-2018 (minimum of 50 alumni required).

Remaining prize funds will go to support statewide projects and programs identified through the Texas 4-H Program and Texas 4-H Youth Development Foundation.

Joining in is easy:



RAISE YOUR HAND

Go to <http://texas4-h.tamu.edu/raiseyourhand> to show your pride as a 4-H alumni and vote for Texas



COMPETE FOR TEXAS

The state that has the most alumni hands raised will win a \$20,000, \$10,000 or \$5,000 award to be used to grow the 4-H Program.



PAY IT FORWARD

Tweet, post and share your **#4HGrown** experience or support and tag fellow alumni asking them to raise their hands for Texas.

How You Can Help

There are a number of strategies that can help "Raise Your Hand." Check out all the ideas below:



EDITORIAL PLACEMENT

- Submit feature 4-H stories to local newspapers featuring former and current 4-H members.
- Identify 4-H members to write an editorial about the impact 4-H has on them.



EMAIL

Subject: Raise your hand to pay it forward to the next generation of 4-H'ers

Body Copy: This spring, 4-H is asking alumni to raise their hands!

We're supporting 4-H in this effort because we believe every child deserves the chance to succeed. If you're a 4-H alumni or know someone who is, we're asking for your help in spreading the word. Together we can help 4-H provide the hands-on learning that empowers kids across America with the skills to handle what life throws at them.

It's easy:

1. Raise Your Hand: Go to <http://texas4-h.tamu.edu/raiseyourhand> to show your pride as a 4-H alumni.
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 alumni hands raised.
3. Pay It Forward: Tweet, post and share your #4HGrown experience or support and tag fellow alumni asking them to raise their hands for their state at <http://texas4-h.tamu.edu/raiseyourhand>.

Help kids learn responsibility, compassion, respect and the value of hard work by supporting 4-H. Together we can grow the next generation of true leaders.



WHERE TO MARKET

- Publications (Newspapers, Magazines, Journals)
- Radio
- Television
- Mobile
- Social Media
- Website / Blogs / Native Placement
- Email
- County Fairs / Stock Shows



SOCIAL APPLICATION

1. Encourage your audience to share their #4HGrown experience/photos and tag other alumni asking them to raise their hand
2. On Facebook, Instagram or Twitter, ask consumers, stakeholders and employees to pay it forward and empower the next generation of true leaders by raising their hand as a 4-H alumni at <http://texas4-h.tamu.edu/raiseyourhand>
3. Use the official hashtag in all social media posts: #4HGrown
4. Tag 4-H in your posts:
 - Twitter: @Texas4H
 - Instagram: @Texas4H
 - Facebook: @4-H
5. Leverage Throwback Thursday [#TBT] to inspire pride and collect nostalgic 4-H alumni photos

Example Post:

6. Are you a #4HGrown Alumni? Raise your hand to pay it forward & help the next generation of #TrueLeaders: <http://texas4-h.tamu.edu/raiseyourhand>

Creative Pieces Available For Download

A variety of creative pieces are available for use by county offices, clubs and 4-H members during this campaign. Downloads can be found at: <http://texas4-h.tamu.edu/volunteer/> (under the LOGOS section).

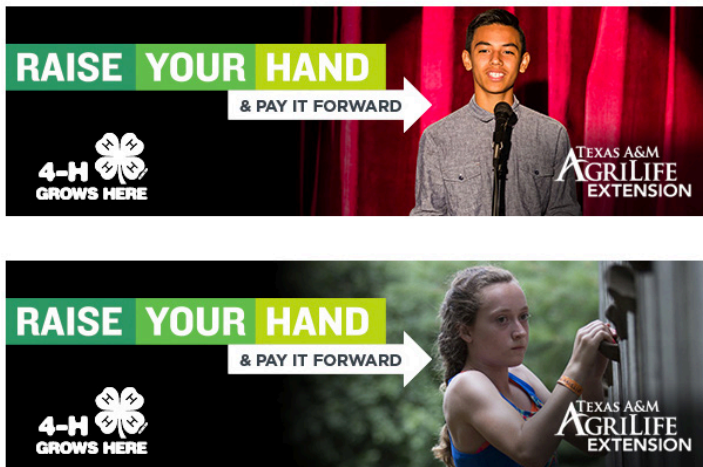
300 x 250 Ads



728 x 90 Ads



600 x 179 Email Headers



600 x 179 Email Headers



300 x 600 Ads



300 x 600 Ads

828 x 315 Facebook Covers



Raise Your Hand Promotion Calendar - Suggested Posts

March 2017						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
PLACE A GRAPHIC AND LINK IN YOUR 4-H NEWSLETTER			1 Raise Your Hand Kick-Off Across Texas <i>Post a graphic and SM1 on all social media.</i>	2	3	4
5	6 <i>Post a graphic and SM2 on all social media.</i>	7	8 <i>Post a graphic and SM6 on all social media.</i>	9	10 <i>Post a graphic and SM3 on all social media.</i>	11
12	13	14 <i>Post a graphic and SM4 on all social media.</i>	15	16 <i>Post a graphic and SM5 on all social media.</i>	17	18
19	20 <i>Post a graphic and SM2 on all social media.</i>	21	22 <i>Post a graphic and SM6 on all social media.</i>	23	24 <i>Post a graphic and SM3 on all social media.</i>	25
26	27	28 <i>Post a graphic and SM5 on all social media.</i>	29	30 <i>Post a graphic and SM4 on all social media.</i>	31	

April 2017						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
PLACE A GRAPHIC AND LINK IN YOUR 4-H NEWSLETTER						1
2	3 <i>Post a graphic and SM2 on all social media.</i>	4	5 <i>Post a graphic and SM6 on all social media.</i>	6	7 <i>Post a graphic and SM3 on all social media.</i>	8
9	10	11 <i>Post a graphic and SM4 on all social media.</i>	12	13 <i>Post a graphic and SM5 on all social media.</i>	14	15
16	17 <i>Post a graphic and SM2 on all social media.</i>	18	19 <i>Post a graphic and SM6 on all social media.</i>	20	21 <i>Post a graphic and SM3 on all social media.</i>	22
23	24	25 <i>Post a graphic and SM5 on all social media.</i>	26	27 <i>Post a graphic and SM4 on all social media.</i>	28	29
30						

Raise Your Hand Promotion Calendar - Suggested Posts

May 2017						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
PLACE A GRAPHIC AND LINK IN YOUR 4-H NEWSLETTER	1	2 <i>Post a graphic and SM4 on all social media.</i>	3	4 <i>Post a graphic and SM5 on all social media.</i>	5	6
7	8 <i>Post a graphic and SM2 on all social media.</i>	9	10 <i>Post a graphic and SM6 on all social media.</i>	11	12 <i>Post a graphic and SM3 on all social media.</i>	13
14	15	16 <i>Post a graphic and SM5 on all social media.</i>	17	18 <i>Post a graphic and SM4 on all social media.</i>	19	20
21	22 <i>Post a graphic and SM2 on all social media.</i>	23	24 <i>Post a graphic and SM6 on all social media.</i>	25	26 <i>Post a graphic and SM3 on all social media.</i>	27
28	29	30 <i>Post a graphic and SM4 on all social media.</i>	31			

June 2017						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
PLACE A GRAPHIC AND LINK IN YOUR 4-H NEWSLETTER				1 <i>Post a graphic and SM5 on all social media.</i>	2	3
4	5 <i>Post a graphic and SM2 on all social media.</i>	6 Raise Your Hand at Roundup	7 Raise Your Hand at Roundup	8 Raise Your Hand at Roundup	9 <i>Post a graphic and SM3 on all social media.</i>	10
11	12	13 <i>Post a graphic and SM5 on all social media.</i>	14	15 <i>Post a graphic and SM4 on all social media.</i>	16	17
18	19 <i>Post a graphic and SM2 on all social media.</i>	20	21	22	23 <i>Post a graphic and SM3 on all social media.</i>	24
25	26 <i>Post a graphic and SM2 on all social media.</i>	27 <i>Post a graphic and SM4 on all social media.</i>	28 <i>Post a graphic and SM6 on all social media.</i>	29 <i>Post a graphic and SM5 on all social media.</i>	30 Raise Your Hand - Last Day <i>Post a graphic and SM7 on all social media.</i>	

Social Media Post for ALL County/Club

Below are various posts that have been developed as suggestions for county and club 4-H programs to use in promoting the Raise Your Hand Campaign. Both county 4-H programs and clubs are encouraged to write their own posts as well, just make sure to include (and link to) the web address where 4-H alumni and supporters can sign up. *Make your post personal - it helps!!!!*

Social Media #1 (SM1)

Are you a **#4Hgrown** Alumni? Raise your hand to pay it forward & help the next generation while helping Texas 4-H and our county win a \$20,000 grand prize. Sign up between now and June 30th at <http://texas4-h.tamu.edu/raiseyourhand>.

Social Media #2 (SM2)

Raise your hand for 4-H and help Texas 4-H and our county win \$20,000. **#TrueLeaders** and alumni are helping the next generation by showing their support at <http://texas4-h.tamu.edu/raiseyour-hand>. Be **#4Hgrown**!

Social Media #3 (SM3)

Pay it forward for a great weekend by raising your hand for 4-H! Help the next generation by signing up at: <http://texas4-h.tamu.edu/raiseyourhand>. Your support could help Texas 4-H and our county win a \$20,000 grand prize. Be **#4Hgrown**

Social Media #4 (SM4)

4-H Alumni are **#TrueLeaders** and we want to hear from you! Sign up at <http://texas4-h.tamu.edu/raiseyourhand> and help the next generation of Texas 4-H members. Your support can help Texas 4-H and our county win a \$20,000 grand prize. **#4Hgrown**

Social Media #5 (SM5)

Help Texas 4-H grow the next generation of responsible, compassionate, and respective leaders by signing up as an alumni. Your support of **#TrueLeaders** at <http://texas4-h.tamu.edu/raiseyourhand> can help Texas 4-H and our county win a \$20,000 grand prize. **#4Hgrown**

Social Media #6 (SM6)

Pay it forward and empower the next generation of **#TrueLeaders**. Raise your hand by signing up before June 30th to help Texas 4-H and our county win a \$20,000 grand prize. Be **#4Hgrown** at: <http://texas4-h.tamu.edu/raiseyourhand>.

Social Media #7 (SM7)

Last day to Raise Your Hand and help Texas 4-H and our county win a \$20,000 grand prize. Support the next generation of **#TrueLeaders** by signing up at: <http://texas4-h.tamu.edu/raiseyourhand>. **#4Hgrown**

Raise Your Hand Paper Sign Up Form

Are you having an event or a booth at a location where you won't have access to a computer and internet? Don't worry, you can still have your guest RAISE THEIR HAND for Texas 4-H by asking them to complete the paper form and then sending them to the Texas 4-H Office.

Instructions:

1. Print the number of copies of the following page that you will need.
2. Distribute them at your event/booth and have guests complete them on-site and return to you.
3. Bundle them up and mail via USPS to the following address:

Texas 4-H Office
c/o Raise Your Hand Campaign
1470 William D. Fitch Parkway
College Station, TX 77845

RAISE YOUR HAND & PAY IT FORWARD

Oh, how 4-H and you have both grown and reached new goals over the years. Today, 4-H is needed more than ever. We still are here to teach responsibility, compassion, and the value of hard work. Reconnect with us and raise your hand to inspire this generation and the generations to come.

PLEASE FILL OUT YOUR INFORMATION

Name:

Address:

City: State: Zip:

Email:

Please provide the state in which you participated in 4-H.

Which Texas County would you like to support through this campaign.

☐

I would like to receive communication from National 4-H Council and/or the Texas 4-H Offices

Signature