



FOURWARD FUND



What is the FOURWARD Fund?

As the national, non-profit partner to Extension's 4-H program, National 4-H Council has created the FOURWARD Fund—a new cause marketing program to inspire donors and consumers to support 4-H as it responds to COVID-19. Over the coming days, weeks and months, Council will mobilize our fundraising tools and marketing assets to help drive resources to where they are needed locally throughout the United States.

Funds will support skill-building activities, leadership opportunities and the critical work of 4-H educators to mentor and connect to youth to support their well-being. Kids need 4-H now more than ever. Young people are experiencing a world of uncertainty as they navigate the impact of COVID-19. Fifty-five million children in the U.S. have been impacted by school closures, especially the seven million who do not have internet access. As the largest out-of-school-time education provider—and the only one that reaches every young person to the last mile—we have an opportunity to provide resources to kids and families who do not have access to virtual learning and enrichment activities while schools, clubs and camps are closed.

Purpose: cause marketing program to drive resources nationally and locally during this critical time

\$10M Goal



Council Trustee commitment to support critical national priorities including:

- Common Measures
- Access, Equity & Belonging
- The THRIVE Model
- Extension Marketing
- Brand Reputation/Crisis Management

\$4M



National fundraising to help young people access local skill building activities, caring adult mentors and leadership opportunities.

\$6M+

Funding Models

FOURWARD Fund PYD Awards

- Fundraising driven by National 4-H Council.
- 70/30 local/national split.
- Application period will open on June 1st (provided a minimum of \$300K in the Fund)
- Institutions may apply for awards up to \$15,000
- Awards may be used for PYD programming, staff and capacity building.

FOURWARD Fund Online Donations

- Fundraising driven by state/local 4-H.
- 84/16 local/national split.
- Utilize 4-H.org state/institution donation page
- There is no application required.
- All funding is unrestricted.

Council Support

Council to support with promotion, media assets, etc. - available on the MORC (end of April).



What is the activation timeframe?

While we will monitor the ongoing changes with COVID-19, at this time, we anticipate that fundraising for the FOURWARD fund will conclude on September 30, 2020.

Is there a fundraising goal for the FOURWARD Fund?

National 4-H Council has set a goal of \$10 million for this new national cause marketing program. These are new funds. This is a big goal and we are directing all fundraising efforts to the FOURWARD Fund. Of this \$10 million:

- \$6 million will support 4-H youth development programs locally (split 70% Extension/30% Council)
- Led by National 4-H Council's Board of Trustees who have committed to raising \$4 million, these resources will fund national priorities that support growth for the 4-H system, such as Common Measures, the Thrive Model, 4-H Pathways and 4-H Grows/Extension Marketing (100% remains at Council) *These amounts are targets and will depend on actual funds raised.

How Will Local 4-H Programs Benefit from the FOURWARD Fund?

1. **FOURWARD Fund PYD Awards:** For the 70/30 percent split referenced above, states can apply for grant funds on a rolling basis starting on June 1st, assuming the FOURWARD Fund has reached a minimum level of \$300,000. The funding cap will be \$15,000 per application. One hundred percent of the funding will be provided up front. No final report is required. Not everyone will receive funding. Not everyone will receive the full amount. The purpose is to support essential elements of PYD, staff and programs, including capacity building. We want to make it as easy as possible.
2. **FOURWARD Fund Online Donations:** Encourage donors and supporters to visit a special FOURWARD Fund donation page on 4-H.org where they can give to the state 4-H program of their choice:

<https://4-h.org/StateFOURWARD>

This option is ideal for states with little or no online giving capacity or where the online giving experience to 4-H through your university's platform is more complex than a few clicks (states will receive 84% of all donations designated for your state. National 4-H Council will retain 16% to offset costs associated with the FOURWARD activation).

3. Promote the FOURWARD Fund to donors and supporters locally, along with a link to your state 4-H foundation's donation page (states receive 100% of all the donations received less any fees charged by your 4-H foundation/university)

State 4-H Program Leaders and 4-H Foundation Executives will need to decide together which of the options are the right ones for your state.

A marketing toolkit will be available at www.4-H.org/MORC beginning April 23 to help your state promote the FOURWARD Fund regardless of the option your state chooses. 4-H Grows investor institutions can request additional, custom promotional assets. Contact your Director of Field Marketing and Training to learn more.

FOURWARD Fund application process (70/30%) and timeline details:

1. The funding application will open on **June 1st, 2020**, assuming the Fund has reached a minimum level of \$300,000 for disbursement.
2. LGUs/4-H Foundations will apply through a Google Form which uses the terms of Council's standard cause marketing campaigns : <https://docs.google.com/forms/d/1Fqepluydvbl35ll2ZnXDEzX6YckFyvNiG1KqYW0-xq8/edit?ts=5e8629de>

Council anticipates three rounds of funding:

- **First Round:** Applications will be open from June 1 – June 15th, 2020. Funding decisions will be made by June 30, 2020
- **Second Round:** Applications will be open from July 1 – July 15th, 2020. Funding decisions will be made by July 31, 2020

- **Third Round:** Applications will be open from August 1 – August 15th, 2020. Funding decisions will be made by August 31, 2020

Can my state 4-H foundation apply for funding on the 4-H program's behalf?

State 4-H Foundations which serve as the designated fiscal entity for their respective state 4-H program may apply for and receive funding on the program's behalf.

Can salaries and benefits for state/local staff be included as part of the funding request?

Yes. Funds may be used to underwrite staff positions.

What important terms do I need to be aware of before I apply for funding?

- The cap on funding will be \$15,000 per application
- While states may submit multiple funding applications, state 4-H leaders are strongly encouraged to prioritize the requests from their states
- Not everyone will receive funding
- Not everyone will get the full amount
- 100% of the funding will be provided up front after agreeing to the terms in the application
- Funding decisions will be made by a review panel made up of National 4-H Council's Resource Development Leadership team

How Is National 4-H Council Promoting Extension's Response to COVID-19 and the FOURWARD Fund?

- National 4-H website (4-H.org) serves as Extension's national hub for FOURWARD Fund resources, including the *4-H at Home* inventory of Local Programs/Resources provided by state 4-H program leaders
- Promotion via national web site (4-H.org) and social media properties, including Facebook, Twitter, Linked In and Instagram
- Targeted cultivation of national corporate, foundation and major donors, including National 4-H Council Board of Trustees support
- Media outreach to secure significant national exposure (recent examples include Chronicle of Philanthropy and WIRED.com)
- Influencer Engagement (ex: Trevor Noah, Brad Smith (Microsoft President) and Jennifer Sirangelo (Nat'l 4-H Council CEO) interview in April
- Regular internal communications to 4-H professionals to include emails and *News and Notes* e-newsletter (weekly). In addition, 4-H professionals, volunteers, alumni, donors and Board members will receive updates on the FOURWARD Fund through the monthly *4-H TODAY* (250 K recipients) digital newsletter.
- Digital creative assets will be available on the Marketing Online Resource Center on April 23.

Contact: Betsy Brown McKay, Senior Director, Account Management and Operations
bbrown@4-H.org/ 301-263-4567 (mobile)