

RAISE YOUR HAND

WIN \$20K FOR MONTANA 4-H!



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, **even if you have voted before!**

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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RAISE YOUR HAND

FOR KIDS IN YOUR COMMUNITY!

After your hand is held, give both the youth and the adult a 4-H t-shirt. Every hand raised is a vote for your state to win \$20K. Vote Now 4-H.org/RaiseYourHand. This hand is not eligible for your state or 4-H.org/RaiseYourHand.

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