

# GROW TRUE LEADERS



**Shout**



**Share**



**Support**

Easy to use tools and tips  
for bringing the campaign  
to life in your community.



**4-H**   
**GROWS HERE**

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# Welcome to the Grow True Leaders Campaign Launch Toolkit.



Today, thanks to our Cooperative Extension System, 4-H empowers nearly six million young people to be true leaders. True leaders have real confidence;

know how to work well with others; can endure through challenges; and will stick to a job until it gets done.

We believe true leaders aren't born—they are grown. The 4-H experience is proven to grow true leaders with life skills like confidence, teamwork, curiosity and resilience.

America needs more true leaders who are engaged and prepared to take on the critical challenges facing businesses, communities, families and kids today. Sadly, too many of today's youth are either not engaged to drive positive solutions for the critical challenges facing our nation or not prepared

with the skills they need to lead in the most fundamental areas of their lives today and their careers tomorrow.

This is where the Grow True Leaders Campaign—and you—come in. In order to grow 4-H, and more true leaders, it's critical that we bring more attention to the impact of your work and share the 4-H story in a unified, consistent and compelling way.

This marketing toolkit is designed to help you join in the campaign and raise the visibility of 4-H through three simple calls to action—Shout, Share and Support. Everything you need to get started is included in this toolkit. We will continue to add to the resources you'll find here with new ways you can bring the campaign to life and make it work for you beyond the this April's launch.

Working together at the national, state and local levels we can transform the 4-H brand into the most sought after positive youth development

organization in the country. Ultimately, that will lead to more alumni, donors, volunteers, strategic partners and others who put 4-H first and invest in young people by investing in your programs.

Thank you for all you do for America's kids and for being such an important part of this campaign.

Sincerely,

A handwritten signature in black ink that reads "Jennifer L. Sirangelo".

**Jennifer L Sirangelo**  
President & CEO  
National 4-H Council



# What is the Grow True Leaders Campaign?

4-H believes in the power of America's youth to succeed in life; however, too many kids lack opportunities that prepare them with the skills to lead in their lives, community and careers. 4-H is launching Grow True Leaders, a campaign to empower youth with the opportunity to share their voice and show that their skills are making a difference in their communities.

The campaign will launch nationwide in April and will run through the end of 2016, with focused activity and promotion at key times of the year around three calls to action—Shout, Share and Support.

## Why this campaign? Why now?

- Of the 53 million school age youth in the U.S. today, 4-H and its peer organizations serve less than half. We have an unprecedented opportunity to reach more kids across the nation with a 4-H experience and position 4-H as the leading organization for positive youth development.
- America needs more true leaders prepared to take on critical challenges facing families, communities and businesses—an issue that is especially timely given that Americans will decide the future of our country this presidential election year.
- The Grow True Leaders Campaign puts youth voice front and center by empowering America's young people to put their voices into action and rally the nation in growing a generation of more true leaders.

- The campaign's timing takes advantage of the graduation season (April – June) as a unique opportunity to shine a spotlight on how 4-H empowers youth to lead in life and career. 4-H has an opportunity for significant visibility during this time of year as it's not already crowded with messages from other youth serving organizations.

## Why should you participate?

- Telling the 4-H story in a consistent and compelling way builds the 4-H and Cooperative Extension brands and amplifies the impact of the life-changing work you do every day.
- The campaign offers easy opportunities for 4-H alumni to reconnect with and re-engage in today's 4-H. Research tells us our alumni are ready to volunteer for, donate to and be advocates of local 4-H programs, but they don't see 4-H in their community or know how to find their local 4-H.
- Turnkey marketing resources (advertisements, flyers, banners, photos and more) make it easy for you to bring the Grow True Leaders Campaign to life locally.
- New ways to increase resources for your 4-H program through fundraising promotions during the campaign.

# Campaign Calls to Action

All three calls to action will launch along with the campaign in April. Focused promotion for each (starting with Shout) will happen in select months during the year to maximize their impact.



## Shout

**April - June 2016**

Honor youth who are making an impact in their lives and the lives of others through Shout outs on your Facebook, Twitter, Instagram and your website using hashtag **#TrueLeaders**.

**Goal:** Raise visibility for 4-H by creating a groundswell of voices celebrating the power of youth.



## Share

**July–October 2016**

Primary online groundswell beginning in fair and camp season. We will ask 4-H alumni to share how the 4-H pledge is relevant in their life today, through Facebook, Twitter, Instagram and your website using hashtag **#4HGrown**.

**Goal:** Re-connect alumni to the 4-H community.



## Support

**November–December 2016**

Support 4-H locally and nationally through the gifting of a \$10 digital clover. Check back this summer for exciting updates and resources to support your 4-H program.

In the meantime, don't forget that the TSC/Dell's Paper Clover promotion is April 13-24, 2016. Visit [www.4-H.org/MORC](http://www.4-H.org/MORC) to learn more.

**Goal:** Raise money for your local 4-H program.



# Shout Out

## #TrueLeaders



**Tara Bradford**

5 hrs · 🌐

So proud of [Katie](#), for having the courage to try new things. [#TrueLeaders](#) [#4HGrowsHere](#)



👍 Like

💬 Comment

➦ Share





# Shout

## April – June 2016:

This is your chance to shout out and recognize those kids who are true leaders in your life—and as a result add your voice to a powerful chorus of champions for true leaders across the county.

## What:

The Shout Out for **#TrueLeaders** is our primary grassroots call to action across the Web, Facebook, Twitter, and Instagram. We are asking the public to join with 4-H to help more kids get the opportunities they deserve by publicly honoring youth who are making an impact (big or small) in their lives and the lives of others.

## Why:

When we come together as a unified voice, we can raise the visibility and relevance of 4-H, driving awareness of our belief in the POWER OF YOUTH across the nation. The groundswell of 4-H voices publicly honoring youth who are making an impact will demonstrate in a real and powerful way what it means to be a true leader. It will also show alumni, parents, community leaders and supporters our strength in numbers and ability to rally around a cause we care about - providing more kids the opportunity to acquire the skills to succeed in their lives, community and careers.

## How it Works:

A hashtag/tagging campaign on social media amplifies our message because of a viral effect and allows us to reach new audiences. Shout leverages the personalization and sharing aspects that are a natural part of social media platforms. Someone tags a young person who is age 13+ with the hashtag **#TrueLeaders**, their friend sees it and does the same.

Here are just a few examples of those in your community who you can encourage to Shout Out **#TrueLeaders**:

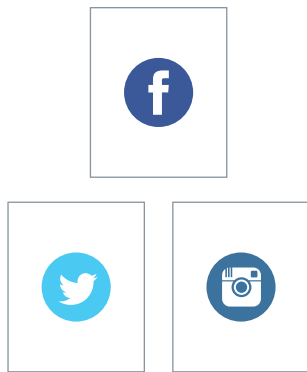
- Parents
- 4-H alumni
- Local donors to your 4-H program
- Local influencers (school teachers, media, government)
- Anyone who influences the lives of children in a meaningful way

# How It Works

It's as simple as one, two and three.

## STEP 1

### Create Your Posts



Share in your post a photo or video of youth.



Tag others pictured if possible.

## STEP 2

### Add Hashtags

**#TrueLeaders**

PRIMARY

**#4H Grows Here**

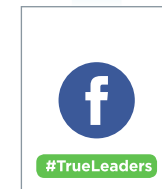
SECONDARY

#### Before you post:

1. Tell the child's parent or guardian you would like to highlight the great things they are doing on social media
2. If the child is too young to be on social media (to be on social media the child must be 13+), tag their parent, guardian, club leader, extension agent, or teacher instead.
3. Always use first name only

## STEP 3

### Post and Post Often!





# Facebook

## Promoting #TrueLeaders

Help 4-H go viral! Post these samples on Facebook beginning April 2nd to encourage parents and others in your community to shout out a true leader.

Make sure to use the official hashtag in all social media posts:

**#TrueLeaders** PRIMARY

**#4HGrowsHere** SECONDARY

Switch out **orange text** for your state.

Be sure to tag 4-H in your posts:

 @4-H  @4H  @national4h

 Share a photo or video of youth.

 Tag others pictured if possible.

Shout out a child that perseveres; a child with compassion and courage; a child that inspires and empowers others. Shout out **#TrueLeaders**.

From the cities, to the suburbs, to the farms, every child of **[STATE]** is a true leader in our eyes. Help us shout out the great things they are doing using **#TrueLeaders**!

Kids today are inspiring entire communities, and we call them **#TrueLeaders**. Join us in recognizing the young leaders of **[STATE]**.

Who are **#TrueLeaders**? They are our sons, daughters, grandchildren, students, and kids in every community. Shout out the **#TrueLeaders** in your life.

When a child makes a difference, they are a true leader. To us, that's every child of **[STATE]**. Help us shout them out using **#TrueLeaders**!

**@4-H** grows leaders in **[STATE]**. Recognize kids in your community who are examples of **#TrueLeaders** by shouting out the great things they are doing. Be sure to tag them, their parents, or club leader and use **#TrueLeaders**.

Shout out **#TrueLeaders** in your community and help us spread the word that **#4HGrowsHere** in **[STATE]** and nationwide!

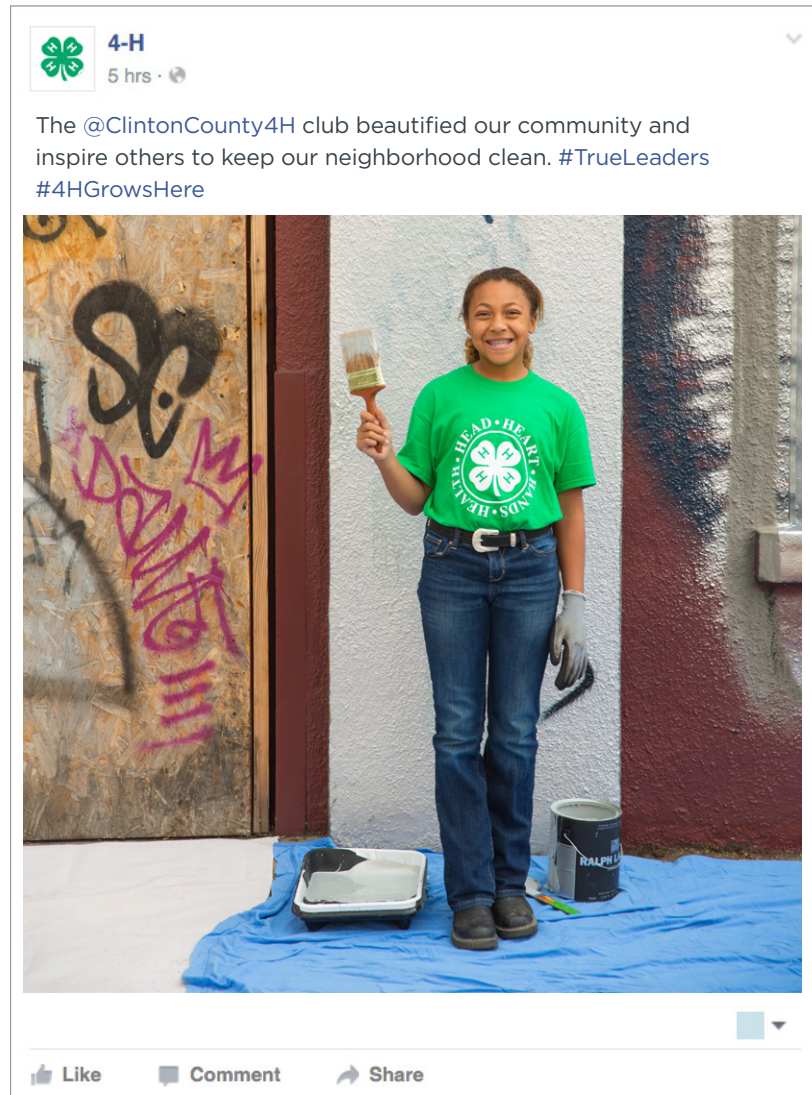
Kids nationwide are leaders in their own way. Tell us about a true leader in your community by shouting them out using **#TrueLeaders**! **#4HGrowsHere**

We are proud of the young **#TrueLeaders** making an impact every day in **[STATE]**. Who is the true leader in your life? Shout them out!

We know that in **[STATE]**, **#TrueLeaders** aren't born, they're GROWN! Help us shout it out to the nation! Recognize a young leader in your community using **#TrueLeaders**!

# Facebook

## Example Shout Outs



## Example Facebook Shout Outs:

@mary, so proud she graduated middle school with a great GPA. #TrueLeaders #4GrowsHere

My kids, Jane and John, are #TrueLeaders because they inspire and motivate me every day!

@James never hesitates to give back to the community! Proud to call him a true leader. #TrueLeaders

The @ClintonCounty4H club beautified our community and inspire others to keep our neighborhood clean. #TrueLeaders #4GrowsHere

My nephew @Steve is a true leader because he's always willing to lend a helping hand! #TrueLeaders

# Twitter

## Promoting #TrueLeaders

Help 4-H go viral! Post these samples on Twitter beginning April 2nd to encourage parents and others in your community to shout out a true leader.

Make sure to use the official hashtag in all social media posts:

**#TrueLeaders**

PRIMARY

**#4HGrowsHere**

SECONDARY

Switch out **orange text** for your state.

Be sure to tag 4-H in your posts:



@4-H



@4H



@national4h



Share a photo or video of youth.



Tag others pictured if possible.

From the cities to the farms, every child of [STATE] is a true leader in our eyes. Help us shout them out using #TrueLeaders!

Who are #TrueLeaders? In [STATE], they are kids in every community. Shout out the #TrueLeaders in your life.

When a child makes a difference, they're a true leader. To us, that's every child of [STATE]. Let's shout them out using #TrueLeaders!

Every child today holds the key to a brighter tomorrow. This is why they are #TrueLeaders. Shout out the true leaders in your life.

Kids today are inspiring entire communities, and we call them #TrueLeaders. Join us in recognizing the young leaders of [STATE].

.@4H grows true leaders in [STATE]. Shout out #TrueLeaders in your community!

Who are the young #TrueLeaders in your community? Shout them out and tell the world #4HGrowsHere!

Kids nationwide are leaders in their own way. Tell us about the #TrueLeaders in your community!

.@4H grows leaders in [STATE]. We need your help in spreading the word! Shout out the #TrueLeaders in your life.

We are proud of the young #TrueLeaders making an impact every day in [STATE]. Help us shout them out!

Shout out #TrueLeaders making a difference in [STATE]. #4HGrowsHere

True leaders aren't born, they're GROWN! Shout it out to the world by recognizing a young leader in your community using #TrueLeaders!

True leaders in [STATE] are resilient, confident & compassionate. Shout out a kid that embodies these traits using #TrueLeaders!



# Twitter

## Shout Out Examples

### Example Twitter Shout Outs:

.@mary, so proud she graduated middle school with a great GPA. #TrueLeaders #4HGrowsHere

My kids, Jane and John, are #TrueLeaders because they inspire and motivate me every day!

Proud to call the @4HTechWizards #TrueLeaders for empowering their peers to get involved in more STEM activities! #4HGrowsHere

.@James never hesitates to give back to the community! Proud to call him a true leader. #TrueLeaders

Sarah of @GrantHighSchool encourages her classmates to eat healthy and stay active! #TrueLeaders



4H @4H · 1h

My kids, Jane and John, are #TrueLeaders because they inspire and motivate me every day!



11 5



4H @4H · Jan 13

.@mary, so proud she graduated middle school with a great GPA. #TrueLeaders #4HGrowsHere

7 8

# Instagram

Promoting #TrueLeaders

Help 4-H go viral! Post these samples on Instagram beginning April 2nd to encourage parents and others in your community to shout out a true leader.

Make sure to use the official hashtag in all social media posts:

**#TrueLeaders**

PRIMARY

**#4HGrowsHere**

SECONDARY

Switch out **orange text** for your state.

Be sure to tag 4-H in your posts:



@4-H



@4H



@national4h



Share a photo or video of youth.



Tag others pictured if possible.

Shout out a child that perseveres; a child with compassion and courage; a child that inspires and empowers others. Shout out **#TrueLeaders**.

From the cities, to the suburbs, to the farms, every child of **[STATE]** is a true leader in our eyes. Help us shout out the great things they are doing using **#TrueLeaders**!

Kids today are inspiring entire communities, and we call them **#TrueLeaders**. Join us in recognizing the young leaders of **[STATE]**.

Who are **#TrueLeaders**? They are our sons, daughters, grandchildren, students, and kids in every community. Shout out the **#TrueLeaders** in your life.

When a child makes a difference, they are a true leader. To us, that's every child of **[STATE]**. Help us shout them out using **#TrueLeaders**!

**@4-H** grows leaders in **[STATE]**.

Recognize kids in your community who are examples of **#TrueLeaders** by shouting out the great things they are doing. Be sure to tag them, their parents, or club leader and use **#TrueLeaders**.

Shout out **#TrueLeaders** in your community and help us spread the word that **#4HGrowsHere** in **[STATE]** and nationwide!

We are proud of the young **#TrueLeaders** making an impact every day in **[STATE]**. Who is the true leader in your life? Shout them out!

We know that in **[STATE]**, **#TrueLeaders** aren't born, they're GROWN! Help us shout it out to the nation! Recognize a young leader in your community using **#TrueLeaders**!

True leaders in **[STATE]** are responsible, confident and compassionate. Shout out a kid in your community that embodies one or all of these traits using **#TrueLeaders**!

# Instagram

## Shout Out Examples



### Example Instagram Shout Outs:

@Sue was accepted to @UMD! A true leader today and on her way to being an ag leader of tomorrow! #TrueLeaders

My daughter, Mary, shows so much compassion to her family and peers. #TrueLeaders

The students of Chase Elementary School are #TrueLeaders because they love to learn and teach each other!

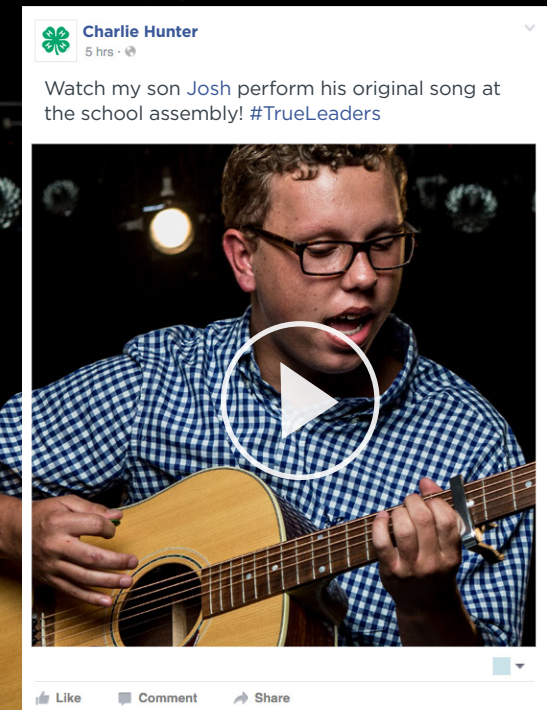
John's love for animals and passion for learning is why he is one of many #TrueLeaders of @Texas4H. #4HGrowsHere



# Get Creative!

Fun and easy ways to shout out the **#TrueLeaders** in your life:

- Show a short video singing your shout out to a kid you are honoring
- Post a pic from when you were a kids next to the pic of the kid you are honoring and issue your shout out from a “youth at heart”
- Create a creative poster sign recognizing your true leader (e.g. artwork, drawing, coloring, etc.) and take a picture to post your shout out.
- Create and post a picture montage of the young person you are honoring around the things you have been most proud of
- Take a “twins” picture with your true leader (dressing up in same attire) for fun
- Do a group true leaders picture where you and another adult (friend, colleague, etc.) shout out multiple kids in one posting
- Create a “top ten” countdown about the kid you are shouting out
- Show an item/something produced by the youth you are shouting out (e.g. artwork, project, food dish, etc.)
- Create and describe a superlative shout out for the young person you are paying tribute (e.g. the craziest shout out, the loudest shout out, the funniest shout out, etc.)
- Coordinate a group “social” shout out to all the kids in your local club i.e. you all post on the same day.
- Post a video of a kid’s candid reaction to you telling them face to face why they are a true leader.
- Post a pic of a handwritten note you make recognizing a true leader.
- Create a True Leader Haiku
- Shout Out a True Leader through Rap
- Create a True Leader VINE Shout Out series for your club





For more information, contact:  
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