

# GROW TRUE LEADERS CAMPAIGN TOOLKIT



PARTNER LOGO

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# MESSAGE FROM 4-H LEADERSHIP



4-H took root over a century ago by empowering youth to lead. Lead with confidence and strength, with the curiosity to question and capability to find answers, with the grit to get the job done and humble pride to make sure it's done right. Most of all, these youth understand that giving back can move an entire community forward. These are the young people that we call True Leaders. And at 4-H, we understand that True Leaders aren't born, they're grown.

We need your help to grow more True Leaders. The fact is **half of today's youth admit that they feel under-prepared for life after high school**. They know the challenges—bullying, obesity, poverty, hunger, economic instability, and more—issues that play out in their own backyards and on the global stage. And they know they need life skills to succeed in life today and in their careers tomorrow. By joining 4-H in the “Grow True Leaders” campaign, you'll have fun and meaningful ways to engage your employees, grow consumer loyalty and demonstrate your company commitment to creating social good in your community. You can:

- Excite employees and customers to get involved with a cause they care about
- Engage your leadership to allow them to see their dollars at work
- Be part of a high-profile national initiative that will include celebrity participation and coverage in the top U.S. media markets
- Amplify your company message of how you support your local community
- Associate your company with demonstrated positive youth outcomes

We are excited to partner with you to give more youth the opportunity to grow into the leaders they are meant to be. Thank you for joining us to rally your employees and customers to Grow True Leaders.

Sincerely,

A handwritten signature in black ink that reads "Jennifer Sirangelo". The signature is written in a cursive style and is positioned above the printed name and title.

Jennifer Sirangelo  
President & Chief Executive Officer  
National 4-H Council

# OVERVIEW

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Your gift makes an impact! More than 84 percent of 4-H expenditures go directly to youth programs.

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## “GROW TRUE LEADERS” CAMPAIGN

The “Grow True Leaders” campaign will officially launch in April 2016 with the goal of creating 10 million True Leaders by 2025. The campaign will include an ongoing national consumer and employee engagement effort with youth rallying a powerful coalition of celebrities, influencers, corporate partners, 4-H alumni and the public.

## SHARE. SHOUT. SUPPORT.

It will empower more Americans to help local youth by asking them to:

- **“SHOUT-OUT”** the kids who take responsibility in their lives and communities, who have the courage to try something new, who dare to fail and who never give up.
- **“SHARE”** their personal stories of true leadership to Help a kid have the same great experience they had as a 4-H'er.
- **“SUPPORT”** Raise funds to help more kids get the opportunities in life they deserve.

## CAMPAIGN GOAL: GROW 10 MILLION TRUE LEADERS BY 2025

The ultimate goal of the “Grow True Leaders” campaign is to raise the awareness and funds to help 4-H grow from six million to more than 10 million children served annually.

The campaign will engage the public to join with 4-H and help grow the critical skills kids need.

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# OVERVIEW continued

## THE LAUNCH

The “Grow True Leaders” campaign will launch in spring 2016. This launch will be multi-layered, using traditional media, Fortune 500 partners, Congressional members and youth to rally around a single call to action: Growing True Leaders.

## YOUTH VOICE: MEDIA DAY Tuesday, April 12, 2016

- National Youth Survey Release
- National/Local Media Blitz
- Youth-Led National Rally in D.C.
- Celebrity Appearances & Support

## YOUTH ACTION: ADVOCACY DAY Wednesday, April 13, 2016

- Youth Convene Congress
- Youth Take to the Hill
- 4-H Caucus Activate on the Hill
- Bi-Partisan Op-Ed Placement

## LEVERAGING 4-H ASSETS

As the largest youth development organization with 6 million youth across the country, we are focusing our efforts on galvanizing our strongest supporters: 4-H's 25 million alumni who live and work in cities across America. Recent testing showed that our message of “Grow True Leaders: Support 4-H” resonates most strongly with moms ages 25-54 years old with kids ages 6-17 years old.



## INTEGRATED MARKETING CAMPAIGN

The “Grow True Leaders” campaign is the primary vehicle for raising the public’s awareness about the preparedness gap young people face today and the need to develop their life skills in order to close that gap and attain success in life and work.

4-H will be launching an integrated marketing campaign that will include use of our expansive social media resources and traditional media with Grammy award-winning musician and 4-H alumna Jennifer Nettles who is serving as the campaign’s lead celebrity spokesperson.

**641,986**  
Social  
Footprint

**36%**  
Social > Sister  
Orgs

**21.7**  
Million  
Mo/Social  
Impressions

**129,994**  
4-H Email  
Subscribers

**100,000**  
4-H.org  
Mo/Uniques

Largest  
Audience  
**Moms**  
**25-54**

# OVERVIEW

continued

## ABOUT THIS TOOLKIT

This toolkit is designed to make it easy for you to engage your employees and your customers in the “Grow True Leaders” campaign. It contains simple tips for executing a successful campaign and ideas for how to get your employees and/or consumers excited about joining your company and 4-H to give more youth the chance to grow into true leaders.

The toolkit also provides ready-to-use tools such as social media posts, emails, thank-you messages and company announcements that you can customize.

## ONLINE RESOURCE CENTER

The “Grow True Leaders” Campaign Toolkit materials are available for download at <http://4h.webdamdb.com/splash.php>



# CAMPAIGN ACTIONS

## EASY WAYS YOU CAN HELP GROW TRUE LEADERS

It's easy to engage and activate your employees and/or customers. When you do, you'll be highlighting your company's commitment to youth in the communities in which they live and work. And you can amplify the impact by matching your employees' or customers' donation with any of the activations below.

### SHARE YOUR TRUE LEADER STORY

Ask customers or employees to "share your 4-H story" on your customized microsite at [www.4-H.org/trueleaders](http://www.4-H.org/trueleaders). 4-H will be collecting stories from alumni across the country to help tell our collective story.

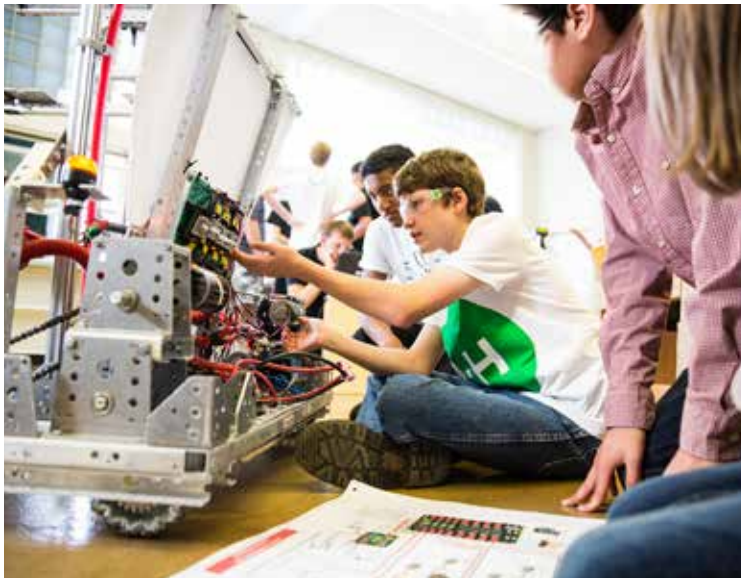
### SHOUT OUT TRUE LEADERS

Use your social media outlets to Shout Out Your True Leader. Identify a young person that is showing leadership in your community or is participating in the 4-H program your company is supporting and Shout out their great work. Ask your employees and associates to do the same.

### SUPPORT 4-H TO GROW TRUE LEADERS

**Customer (Retail) Activation:** Ask customers to get behind our popular 4-H Clover campaign by purchasing a 4-H Clover for \$1. When purchased at the register, the Clover pin-ups can be displayed in-store. Digital Clovers that customers can add to their cart when shopping online are also available.

**Company Action:** Donate inventory from your owned, earned or paid media channels to profile content or assets from the "Grow True Leaders" campaign.



# CAMPAIGN TOOLS

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The key to communicating the campaign's voice is knowing and understanding its personality traits and how to integrate them with your brand's attributes. The messages are an internal tool that articulates the language to use when talking about the campaign as well as the tone of voice.

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## KEY CAMPAIGN MESSAGES

### THE ISSUE

- There is a critical skills gap in America: 50% of America's youth say they feel underprepared for life after high school.
- Only 11 percent of business leaders strongly agree that college graduates have the necessary skills for success.
- More than one-third of employers globally reported talent shortages in 2014, citing lack of skills as the top reason.

### “GROW TRUE LEADERS”: A CAMPAIGN TO RESPOND

- 4-H believes true leaders aren't born, they're grown.
- 4-H is launching the “Grow True Leaders” campaign, a youth-led campaign to prepare America's youth to truly lead in their lives, their communities and their future careers.
- After a spring 2016 launch, 4-H will highlight the “Grow True Leaders” campaign every graduation season—a time when many young people are preparing for the next chapter of their lives.
- Today, 4-H is the largest youth development organization in the country: No other organization is better positioned to take on this challenge.

### YOUR IMPACT

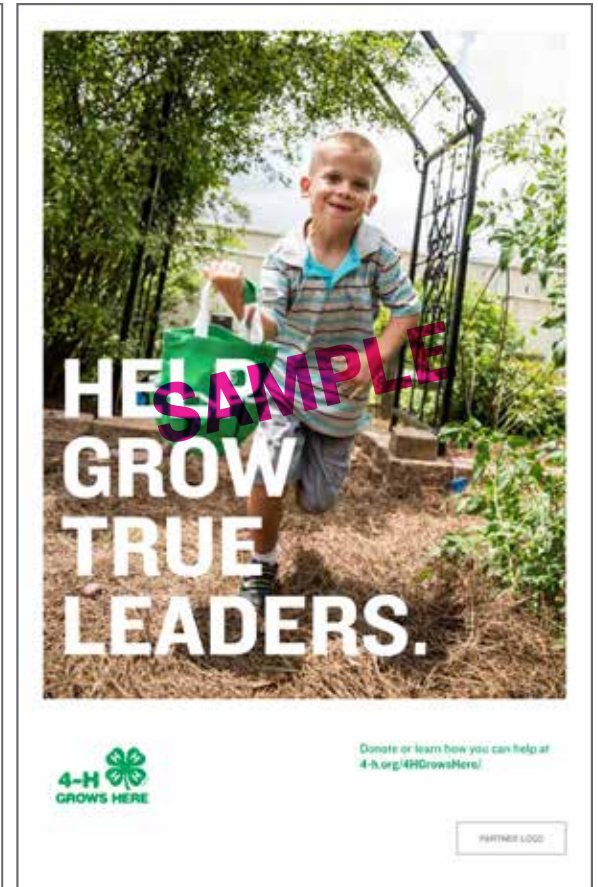
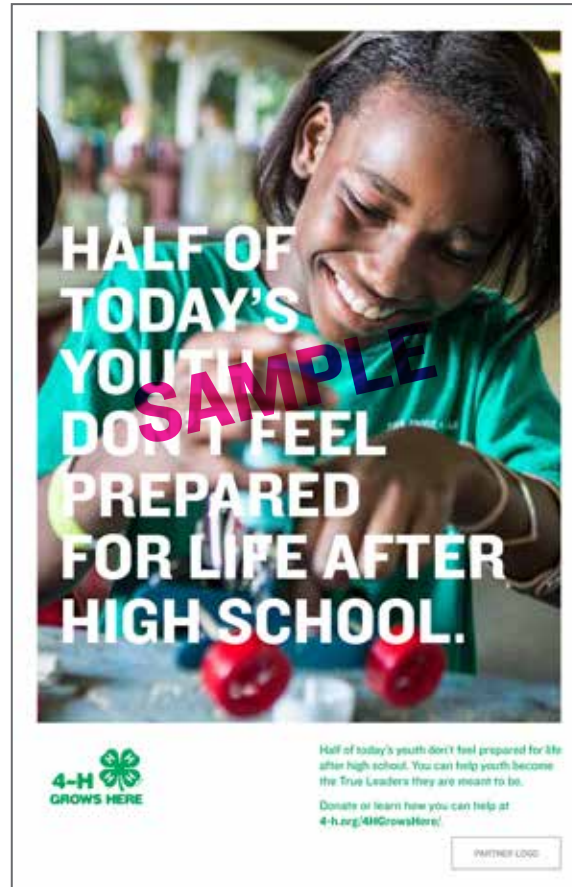
- By participating in the campaign, you are helping to grow True Leaders through 4-H programs that provide hands-on learning, adult mentorship and a proven, positive youth development approach.
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# CUSTOMER ACTIVATION TOOLS AND CONTENT

## POSTERS

These customizable campaign poster templates can be used to create collateral such as counter-cards, flyers, banners, ads and signage. These images are samples. Finalized tools are available for download at <http://4h.webdamdb.com/splash.php>



# CUSTOMER ACTIVATION TOOLS AND CONTENT

## CLOVER PIN-UPS

The beloved 4-H Clover icon is an ideal pin-up, in-store or online! You can use these 4-H Clover pin-up templates to encourage donations. These images are samples.

Finalized tools are available for download at

<http://4h.webdamdb.com/splash.php>



# CUSTOMER ACTIVATION TOOLS AND CONTENT

## SAMPLE E-MAIL

Use the sample email below to tell your customers about your commitment to growing True Leaders with 4-H and to inspire them to join you. Adjust the actions in the email to align with how your company is activating for the campaign.



Dear [first name],

[COMPANY] and 4-H believe that True Leaders aren't born, they're grown. Over the past [insert number] year(s), we've partnered with 4-H to empower more young people with the skills to succeed in life today and career tomorrow.

But now you can help us reach even more kids who need 4-H more than ever.

That's because, today, studies point to a yearning from youth for more guidance to become True Leaders.

We appreciate your support of [COMPANY] over the years and ask that you join us in the "Grow True Leaders" campaign by doing three easy things:

1. **SHARE** your 4-H story on our customized microsite [www.4-H.org/trueleaders](http://www.4-H.org/trueleaders)
2. **SHOUT** out a True Leader by going to our customized microsite at [www.4-H.org/trueleaders](http://www.4-H.org/trueleaders)
3. **SUPPORT:** Go to [www.4-H.org/trueleaders/](http://www.4-H.org/trueleaders/) and support our campaign to Grow True Leaders \$I at a time.

Here's an example of the kind of leader we're helping 4-H grow: [insert youth story of choosing from toolkit].

You can help grow True Leaders today!

Thank you,

[YOUR NAME]

# CUSTOMER ACTIVATION TOOLS AND CONTENT

## TEMPLATE BLOG/E-NEWSLETTER CONTENT

Use the text below to announce your company's partnership with 4-H and participation in the "Grows True Leaders" campaign to key audiences who receive your company's newsletter or read your blog.



Did you know that many of America's youth are growing up without the basic skills they need to thrive in life? In fact, 50 percent of today's youth say they feel under-prepared for life after high school. These are the skills that help them overcome personal obstacles, stand up to bullies, or tackle a community challenge today—and they are the skills that will help them succeed in their careers tomorrow. [COMPANY] is partnering with 4-H and joining their "Grow True Leaders" campaign to do something about this vital issue.

By joining the campaign, [COMPANY] is raising funds and awareness about the importance of growing true leaders and 4-H's unique ability to take on this challenge. 4-H has a century-long history of empowering youth through hands-on learning—and they are the largest youth development organization in the country. And their research-backed approach is proven to work.

We hope you will join with us and help 4-H grow confident young people who are empowered for life today and prepared for career tomorrow. For more information about how you can participate in the "Grow True Leaders" campaign with [COMPANY], go to [www.4-H.org/trueleaders](http://www.4-H.org/trueleaders) or contact [INSERT CONTACT].

# CUSTOMIZABLE EMPLOYEE ENGAGEMENT TOOLS

## SAMPLE INTERNAL MEMO TO EMPLOYEES

Use the sample memo text below to announce your company's support for the "Grow True Leaders" campaign. Adjust the actions in the memo to align with how your company is activating the campaign.



People like Nosa Akol—a 4-H kid who overcame being bullied in middle school but who is now leading her community to help end world hunger—prove that True Leaders aren't born, they're grown. [COMPANY] is partnering with 4-H to do just that—grow more True Leaders.

Nosa grew her leadership skills through 4-H: meeting U.S. Secretary of Agriculture Tom Vilsack to discuss the positive effects of micro-farming to serving as a delegate at the World Food Prize Global Youth Institute to speaking with women and girls from South Sudan. These kinds of hands-on encounters give youth like Nosa actual experience in real-world situations. That's what really Grow True Leaders—and today, we need even more of them to tackle serious issues like food insecurity, health disparities and global economic instability.

[COMPANY] has always been committed to giving back in our communities—and that is why we are excited to partner with 4-H to help grow more leaders like Nosa. When you participate with [COMPANY] in making the campaign a success, you'll be joining a high-visibility national effort to rally the public, companies and celebrities around this important issue. We're hoping you will participate in the following ways:

1. **SHARE** your 4-H story at our customized microsite at [www.4-H.org/trueleaders](http://www.4-H.org/trueleaders).
2. **SHOUT** out a True Leader by going to our customized microsite at [www.4-H.org/trueleaders](http://www.4-H.org/trueleaders).
3. **SUPPORT:** Go to [www.4-H.org/trueleaders](http://www.4-H.org/trueleaders) and support our campaign to Grow True Leaders \$I at a time.

Whether you are a 4-H alum or you're just interested in growing a new generation of leaders with the life skills they need and want, we hope you will join in with others at [COMPANY]. Your support will raise awareness and funds to grow True Leaders right here in our community.

Thank you!

# CUSTOMIZABLE EMPLOYEE ENGAGEMENT TOOLS

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## SAMPLE NEWSLETTER ANNOUNCEMENT

Customize this copy to inspire your employees to join your company in the “Grow True Leaders” campaign.

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Did you know that many of America’s youth are growing up without the basic skills they need to thrive in life? In fact, 50 percent of today’s youth say they feel under-prepared for life after high school. These are the skills that help them overcome personal obstacles, stand up to bullies, or tackle a community challenge today—and they are the skills that will help them succeed in their careers tomorrow. [COMPANY] is partnering with 4-H and joining their “Grow True Leaders” campaign to do something about this vital issue.

By joining the campaign, [COMPANY] is raising funds and awareness about the importance of growing true leaders and 4-H’s unique ability to take on this challenge. 4-H has a century- long history of empowering youth through hands-on learning and today they are the country’s largest youth development organization. And their research-backed approach is proven to work.

We hope you will join with us and help 4-H grow confident young people who are empowered for life today and prepared for career tomorrow. For more information about how you can participate in the “Grow True Leaders” campaign with [COMPANY], go to [www.4-H.org/trueleaders](http://www.4-H.org/trueleaders) or contact [INSERT CONTACT].

# CUSTOMIZABLE EMPLOYEE ENGAGEMENT TOOLS

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## THANK-YOU MESSAGE TO EMPLOYEES

Use the message below to thank employees for taking the time to make your company's participation in the campaign a success.

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Dear Colleagues,

What an inspiring [month/time period] we have had! Over the course of [insert time period], we accomplished an unprecedented goal, raising [insert dollar amount] and/or recruiting [insert number of volunteers or volunteer hours] to Grow True Leaders with 4-H. Thanks to your support and participation, we [insert specifics about employee fundraising and awareness or volunteering efforts]! Our joint efforts in this campaign will help grow confident young people who are empowered for life today and prepared for career tomorrow.

Thank you for making "Grow True Leaders" campaign a priority for our organization. Together, we are growing True Leaders who will be ready to take on the world like [insert 4-H youth name]. [insert 4-H youth story].

Thank you!

[NAME]

# DIGITAL TOOLS

Customize the digital tools to the right to use in either employee or customer activations. You can work with 4-H to create an activation plan that best capitalizes on your existing promotional vehicles. These images are samples. Tools are available for download at <http://4h.webdamdb.com/splash.php>

## WEB BANNER

Add these Web banner ads to your website or blog to promote your support and drive action by consumers and employees.





# DIGITAL TOOLS

## WEB BUTTON

Use these Web buttons to promote your support on any Web page. You may also add the Web button to your e-mail signature. These images are samples. Tools are available for download at <http://4h.webdamdb.com/splash.php>

## E-MAIL SIGNATURE TEXT

Use the text to the right as part of your email signature for your personal and work email to let everyone know that you and your company is standing with 4-H to empower more youth. You can use the text alone or you may combine it with the Web button graphic above.



### OPTION 1:

I'm helping 4-H grow True Leaders. Find out how at: [www.4-H.org/trueleaders](http://www.4-H.org/trueleaders).

### OPTION 2:

[COMPANY] is helping 4-H grow True Leaders. Find out how at [www.4-H.org/trueleaders](http://www.4-H.org/trueleaders).

### OPTION 3:

Every young person can be a True Leader. I'm helping 4-H empower today's youth for success. Find out how at: [www.4-H.org/trueleaders](http://www.4-H.org/trueleaders).

# SAMPLE SOCIAL MEDIA POSTS

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Driving support for the campaign can be as simple as posting about your company's participation on social media sites. These are some samples of social media posts about the campaign.

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## FACEBOOK

[COMPANY] believes that True Leaders aren't born, they're grown. Help us grow them \$! at a time with 4-H! [www.4-H.org/trueleaders](http://www.4-H.org/trueleaders).

I'm helping to grow more True Leaders with 4-H! Find out how at [www.4-H.org/trueleaders](http://www.4-H.org/trueleaders).

## TWITTER

True Leaders Aren't Born, They're Grown. Help us grow them \$! at a time with 4-H! [www.4-H.org/trueleaders](http://www.4-H.org/trueleaders) #TrueLeaders

I'm helping to grow more True Leaders with 4-H! Find out how at [www.4-H.org/trueleaders](http://www.4-H.org/trueleaders).

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# 4-H YOUTH STORIES

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The following three stories highlight 4-H youth who participated in healthy living, STEM or other specific 4-H programs. Choose a story that best aligns with your company's purpose and philanthropic or CSR focus to showcase how together we can help real

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## JESSICA IVIE



High school senior Jessica Ivie's dream is to become an entrepreneur, but really, she already is. As an active 4-H'er for many years, she's developing the varied skills and characteristics you need to be an entrepreneur: vision, curiosity, grit, hard work and the ability to collaborate, fundraise and do whatever it takes to attain success. For Jessica, success isn't about wealth and fame—it's about serving others by engaging more youth in computer science. In addition to leading 4-H clubs, she spent the last three years developing a kit and curriculum to teach engineering and computer programming skills to youth. She has given out more than 2,000 kits—and her successful Kickstarter campaign, which raised funds to distribute the kit more widely, includes investors from Hong Kong, the Netherlands and other countries!

“I've really enjoyed teaching about electronics and technology because it's something I'm passionate about,” Jessie says. “And I get to see others become passionate about it, too.”

# 4-H YOUTH STORIES

## ANDRES PARRA



Growing up as a Mexican immigrant, Andres Parra had experienced many obstacles, including health and weight issues and academic struggles. That all changed when he discovered his passion for nutrition and exercise through 4-H's Eat4-Health program. There, he got the chance to channel his own skills and determination and transform his life—losing 54 pounds, growing his own fresh food and improving his academics. Today, healthy living habits are just a normal part of his life and he's sharing these lessons with other youth at the University of Arizona.

**“4-H has given [me] the opportunity to show my family that if you have a clear goal, no matter how big it might seem, anything is possible as long as you work hard for it,” he says.**

Andres loves empowering other youth to pursue healthy lifestyles by leading community events and interactive educational activities. As a teen ambassador, he has already taught more than 200 fifth and sixth graders about nutritious eating habits and making healthy choices. Andres has already become a True Leader, headed down a new path filled with opportunity and success.

**“Stay hopeful and no matter what the obstacles are in your life, remember who you are and what you want to become,” he says. “Becoming a leader in your community is only the first step in the long journey that’s ahead of you.”**

# 4-H YOUTH STORIES

## NOSA AKOL



Nosa Akol's experiences being bullied in middle school were beginning to take their toll on her, undermining her confidence and causing her to withdraw from family and friends. But something inspired her to join 4-H's Citizen U program and today she is spearheading efforts in her community to help end world hunger, proving that True Leaders aren't born, they really are grown.

"CITIZEN U gave me a voice. It gave me power through self-confidence," she says.

Described as a "community leader" by program educator Kelly Mabee, Nosa has recruited other local youth to join CITIZEN U and share their voice. "Youth come into the program because Nosa's power and her ability to lead is contagious," says Mabee. "They want to do more."

Nosa grew her leadership skills through 4-H: meeting U.S. Secretary of Agriculture Tom Vilsack to discuss the positive effects of micro-farming to serving as a delegate at the World Food Prize Global Youth Institute to speaking with women and girls from South Sudan. These hands-on encounters gave her actual experience in real-world situations—and they are helping her make a difference today.

She notes, "Honestly, I could not imagine where I would be in life without the experiences 4-H has given me."

# OTHER IMPORTANT INFORMATION

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## 4-H CONTACT INFORMATION

**Heather Elliott**  
Vice President of Development  
National 4-H Council  
(301) 792-1023  
helliott@4-H.org

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## PARTNERSHIP CASE STUDIES



**Tractor Supply Paper Clover Pin-Up Campaign:** For the past five years, 4-H and Tractor Supply Company (TSC) have partnered on the paper Clover pin-up campaign. Easy to execute and cost-efficient, the campaign is a highly visible way to showcase TSC's support of local kids in the 1,200 communities it serves.

### Positive Results:

- 4-H sales reached almost 20 percent of total store transactions with 1 in 5 customers purchasing a paper clover.
- TSC customers raised almost \$2 million for 4-H programs.



**HughesNet:** HughesNet, the nation's #1 satellite Internet provider partnered with 4-H to inspire the next generation of leaders in STEM across the country. The partnership included a sponsorship of "Tech Takeover Days" at 4-H camps, local fairs and National Youth Science Day.

### Positive Results:

- Achieved 5X ROI in media value: \$2.5 million
- Increased social media following: 49% growth in Facebook followers
- Garnered 272 million total media impressions
- Achieved 97% positive consumer sentiment

## BBB GUIDELINES

We are a Better Business Bureau (BBB) accredited charity that follows BBB charity accountability standards to ensure accountability, transparency and integrity.

The BBB Wise Giving Alliance Standards for Charity Accountability were developed to assist donors in making sound giving decisions and to foster public confidence in charitable organizations. The standards seek to encourage fair and honest solicitation practices, to promote ethical conduct by charitable organizations and to advance support of philanthropy. Visit [www.bbb.org](http://www.bbb.org).

# CAMPAIGN STYLE GUIDELINES

## LOGO



4-H GROWS HERE LOGO



If there is a need to reduce size of the logo, please be sure that all words remain legible.



Do not place logo over subject of photo, as logo will be unreadable and obstruct photo.



## LOGO USAGE

The 4-H Grows here logo cannot be locked up with a partner logo.

# CAMPAIGN STYLE GUIDELINES

## TYPOGRAPHY

### HEADLINES

Headlines are set in **Knockout HTF51 Middleweight**. All caps. The layout is stacked and the leading has been tightened. Kerning is set to 0.

**CONFIDENCE  
GROWS  
HERE.**

### BODY COPY

Body copy is set in **Knockout HTFN31 JuniorMiddlewt**, sentence case, with the exception of the call to action to visit the website. That is set in the bolder version of the font - **Knockout HTF51 Middleweight**. Leading is set to auto + kerning is set to 0.

4-H programs across the country help kids grow into confident, capable and caring adults.  
**Visit [4-H.org](http://4-H.org) to find out more.**

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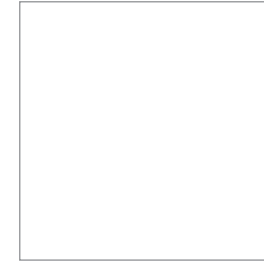


# CAMPAIGN STYLE GUIDELINES

## COLORS



GREEN  
PMS 347  
C100 M0 Y90 K0  
R51 G153 B102  
#339966



WHITE

Colors of type should be applied based on overall background tone of photo to maximize contrast and legibility. Generally, photography with light tones or solid backgrounds should use GREEN type, and photography with dark tones should use WHITE type as shown in Ad examples below.



# CAMPAIGN STYLE GUIDELINES

## PHOTOGRAPHY





**4-H CONTACT INFORMATION**

HEATHER ELLIOTT | Vice President of Development, National 4-H Council

(301) 792-1023 | [helliott@4-H.org](mailto:helliott@4-H.org)