

# Paper Clover Campaign Fall 2016 October 5-16



Your club or a 4-Her can set-up at one of the four stores in Hillsborough County:

Hillsboro (467 W. Main St) 478-5000

Merrimack (515 DW Hwy) 424-3300

Milford (191 Elm St) 249-8910

Pelham (134 Bridge St) 635-5001

Schedule your time today. The campaign starts soon!



There is a box with promotional materials at each store for your use. Ask for it when you setup.





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4-Hers and/or clubs can hold their own special activity or fundraiser while set-up at a Tractor Supply Store.

- Hold a bake sale
- Host a craft activity for kids
- Do a robotics demonstration
- Bring animals for children to pet

Any activity that showcases 4-H

A presence of 4-H during the Clover Campaign helps to sell more clovers.



## Messaging Paper Clover

Consumers are much more likely to purchase a clover if they hear what you will use funds for:

“Please buy a Paper Clover today to fund our...”

Teen Conference Fees

Camp Scholarships

Leadership Workshops

New Curriculum

**What do you use your Paper Clover funds for?**





## Ways to participate:

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### Demonstrate a robot



### Let children pet a rabbit, chicken or goat



### Hold a bake sale or craft activity



A presence of 4-H during the Clover Campaign helps to sell more clovers. From the Fall 2015 campaign the Milford TSC Store was 5<sup>th</sup> highest selling store in New Hampshire largely because of 4-Hers working with the register staff. One 4-H club made over \$75 in a 3-hour time slot with their table of baked goods, crafts and donation jar.



## Participation Incentive Sweepstakes

If your club and your 4-Her participates at a store, the club will be entered into a drawing to win a gift card! Take a picture of your 4-Her or club set-up at Tractor Supply, send to the 4-H office to have your club entered into the county drawing.



## Year Round Relationships

In addition to participating in-store during Paper Clover, TSC would like you to use them as a resource year round! Form a relationship with your local store manager so you may host fundraisers at TSC throughout the year! We recommend putting some information about your local 4-H on the store Community Board so customers know who they are supporting and can learn about 4-H in their community!

### Flexibility and Community:

#### **How Youth Participate in 4-H**

- 4-H Clubs: Community-based and led by volunteer leaders and parents involving youth members
- 4-H After School: Affiliated with existing after-school programs
- 4-H Independent and Family programs: join as an individual member or as a family
- 4-H Local, County, Statewide, and National learning and leadership events



### Variety and Challenge:

#### **Things To Do with 4-H**

- 4-H Areas of National Focus: Science, Technology, Engineering, and Math (STEM), Healthy Living, and Citizenship
- 4-H Learning is Fun, Experiential, and Hands-on
- 4-H Projects include: cooking, rocketry, shooting sports, gardening, raising & showing animals, sewing & textiles, GPS navigation, communications skills, wind power, hiking & environmental stewardship, service-learning, and much more...



**Learn by Doing!**

The mission of 4-H is to help youth acquire knowledge, develop life skills and form attitudes to enable them to become self directing, productive and contributing members of society.

4-H emphasizes the importance of involving youth in the learning process. It is offered free of charge to youth ages 5-18.

Youth from all cultural and economic backgrounds get involved in 4-H fun and learning. Members and volunteers live in towns, cities, farms, and suburbs.

### Positive Youth Development:

#### **Making the Best Better**

- 4-H is the University of New Hampshire Cooperative Extension's youth development program
- 4-H strives to build upon youth's existing strengths
- 4-H seeks to create places of belonging, mastery, independence, and generosity



**University of  
New Hampshire**  
Cooperative Extension

**"4-H, your first class  
at the University of New Hampshire"**



#### **What is**

#### **UNH Cooperative Extension?**

A program designed to extend University knowledge and resources to the communities of New Hampshire. Learn more at:

**[extension.unh.edu](http://extension.unh.edu)**



**4-H**

## Questions? Feedback?

**Call the  
Hillsborough County 4-H  
Office**

**(603) 641-6060**

