



National Unified Brand Calendar

Jan. – Feb. **NEW YEAR** Healthy Living /

National Goals:

Capture attention and engagement of alums where health and fitness is top of mind for the public and 4-H opportunities can be maximized.

(Health Pillar Activation)

National Hashtags:

- *(Promotion Hashtag)*
- #TrueLeaders
- #4HGrowsHere

March – June **SPRING/GRADS** Alumni Promotion / True Leaders in Service / JOANN Fabrics

National Goals:

Launch mass marketing alumni outreach effort leveraging (mom, dads and grads) 4-H spring events across system.

(Citizenship Pillar Activation)

National Hashtags:

- TrueLeadersInService
- #4HGrown
- TrueLeaders

June – Aug. **SUMMER** Fair / Continued Alumni Promotion

National Goals:

Extend alumni promotion by targeting millions of alums and friends that attend or have memories of state and country fairs.

(Food/Ag Pillar Activation)

National Hashtags:

- *(Promotion Hashtag)*
- #TrueLeaders
- #4HGrowsHere

Sept. – Oct. **BACK-TO-SCHOOL** Nat’l 4-H Week & NYSD

National Goals:

Leverage alumni nostalgia of 4-H week tradition as well as the power of 4-H science as engagement tool for alumni moms during school season.

(STEM Pillar Activation)

National Hashtags:

- #4HNYSD
- #TrueLeaders
- #4HGrowsHere

Nov. – Dec. **END OF YEAR** Online Giving

National Goals:

Maximize 4-H alumni and friends during the largest online giving season of the year. Leverage clover, recognizable to millions of alums with direct donation storytelling.

National Hashtags:

- *(Promotion Hashtag)*
- #TrueLeaders
- #4HGrowsHere