Beyond Ready



BEYOND READY

Topline Media Messaging for Extension

- 4-H prepares youth to be ready for work and life.
- 4-H, through (land grant university's) Cooperative Extension program helps thousands of young people in our community be Beyond Ready with the technical skills and life skills that prepare them for whatever comes their way.
- Nationwide, we are working to reach 10 million young people annually with 4-H programs by 2030 to help them succeed in whatever path they choose - whether it's agriculture, aquaculture, finance, computer science and more.
- 4-H programming has a positive impact on young people. (Choose two-three stats to highlight. **All stats based on the Beyond Ready youth survey.**)
  - 4-H'ers are 40% more likely than other youth to pursue a college degree
  - 2X more likely to obtain vocational or technical training
  - 2X more likely to serve in the military
  - 4-H'ers feel more confident in reaching important life goals like owning a home and being debt-free and starting a business
  - 2X more likely to have the goal of being a leader
- Through our (name life-changing program), 4-H is shaping the next generation of Beyond Ready leaders.



Key Audiences

4-H Youth: Share their stories, take pride in their achievements, be inspired and stay connected to 4-H as they move forward with their lives and careers.

4-H Alumni: To recognize their achievements and reconnect them with the organization.

4-H Partners | Alumni Employees: To highlight their alumni employees, contributions and deepen their commitment to 4-H.

County and State Legislators: To showcase 4-H's positive impact on youth development along with the skills and abilities to be ready for work and life.

Tentpole Moments Messaging



Signing Season

Celebrating 4-H'ers Pathways Forward

- A time to celebrate 4-H graduates, Signing Season recognizes our 4'H'ers chosen path forward. It's a time to honor 4-H'ers taking the knowledge and skills they've gained to step into the world ready to succeed in work, military service, college or apprenticeship programs.
- Signing Season is a chance to shine a light on youth finding their spark in 4-H, accomplishments achieved along the way and the diverse paths they will choose.



Fair

Showcasing Skills for Life and Career

- Experience 4-H'ers in action at the ultimate job fair. Developing life skills like communication, financial management and a strong work ethic, 4-H'ers across the nation are learning, discovering and building resiliency at Fair.
- By participating in Fair, 4-H'ers have a platform for learning, leadership, and community involvement - helping youth develop responsibility, confidence, and life skills that prepare them uniquely for the future.



4-H Week

120+ Years to Celebrate

- A week that will rally, inspire and connect 6 million 4-H'ers, 3,500 educators, 500,000 volunteers and 35 million alumni. Events in every county and state celebrating and amplifying the 4-H mission: preparing youth to be Beyond Ready for life and career.
- Celebrating the people that make 4-H an exceptional youth organization, this week will highlight what 4-H does in communities across the country.

Beyond Ready Tentpole Moments: How It Started, How It's Going

- During Signing Season, Fair, and 4-H Week, use the "How It Started, How It's Going" trend to showcase the journeys of current 4-H youth and alumni, illustrating how 4-H prepared them for life and career.
- "How It Started": Highlights early 4-H involvement (e.g., project, event, memorable moment).
- "How It's Going": Celebrates current milestones, including achievements of graduating seniors and alumni.
- Social Media Call to Action: Share your "How It Started, How It's Going" story. Share a photo from your early 4-H days alongside a recent one, and describe how 4-H made you Beyond Ready for life and career. **#4HBeyondReady**

