INSPIRE KIDS TO DO

4-H was founded on the belief that when kids are empowered to pursue their passions and chart their own course, their unique skills grow and take shape, helping them to become true leaders in their lives, careers and communities.

The next phase of the Grow True Leaders Campaign, Inspire Kids to Do, will give kids more opportunities to grow and lead in life and career. It will also showcase how 4-H grows True Leaders—through hands on learning and doing! Our goal is to empower 10 million true leaders, youth who do with a purpose to navigate life challenges, pursue passions and contribute to the world around them by 2025.

With your support, Inspire Kids to Do will help us inspire 1,000,000 kids to DO during the campaign timeframe.

30 Days of Doing celebrates ALL kids who “do” with purpose across the nation through fun tools, tips, resources and stories for moms and kids.

Here’s what you will see nationally:

• Influencer Blog & Social Media Engagement
• Mom’s “To Do” List Twitter Party
• Daily "Inspire to Do" Activities
• "Inspire Kids to Do" Photo Contest
• Corporate Partner Featured Activities & Stories

Check out the next page for fun and easy things you can do locally to participate.

Activations at a Glance

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<th>August</th>
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<td>30 Days of Doing</td>
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<td>National 4-H Week / Inspire Kids to Do</td>
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<td>4-H Spirit Day (Show your 4-H pride and wear the Clover)</td>
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<td>OCTOBER 9TH</td>
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Ways You Can Support Inspire Kids to Do This Fall

**JOIN 30 DAYS OF DOING**
- Highlight Local Doers on your 4-H Social Media channels.
- Provide 4-H Youth Impact Stories for Doer of the Day to digitalmarketing@4-H.org
- Share Simple and Fun Hands-on Learning Activities at 4-H.org/InspireToDo on Learning Activities.
- Join the Twitter Party on August 28. Visit 4-H.org/InspireKidsToDo for more information—it will be live on 8/6.

**INSPIRE LOCALLY**
Use the marketing tools and assets on 4-H.org/MORC to promote your 4-H program and the next phase of the campaign during National 4-H Week and beyond.

**CODE YOUR WORLD**
Join the 4-H National Youth Science Day challenge, Code Your World, and get kids in your community involved in computer science through hands-on doing. 4-H.org/NYSD

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**TAGGABLE INSPIRE KIDS TO DO PSA**
New public service announcements highlight the importance of kids doing with purpose through hands-on learning. The following assets are available:

- Inspire Kids to Do TV and Radio PSA
- Radio and TV PSA scripts available in English and Spanish

* Materials available in August

**PROMOTIONAL COLLATERAL**
The following assets are available to help you promote the campaign locally:

- Print, Digital & Social Media Ad Units
- E-Communications and Social Media Messaging
- Youth Stories
- 30 Days of Doing: How to Participate video

* Materials available in August