



# TENNESSEE 4-H FOUNDATION

Investing in Youth

## 4-H Delivers

A free service of the Tennessee 4-H Foundation

### What is the 4-H Delivers Program?

The 4-H Delivers Program is an opportunity to grow county funds through an end-of-year campaign letter. The goal is to help you obtain new donors and increase awareness of 4-H!

### How does it work?

The Tennessee 4-H Foundation will complete an end-of-year mailing campaign on behalf of any county that wishes to participate. In order to make it easy and economical for any county to participate the 4-H Foundation will:

- Provide counties a template letter to use
- Create a custom response form for your county
- Create an insert highlighting the county 4-H program
- Stuff the envelopes
- Pay for printing and postage
- Process all gifts

### How does my county participate?

Counties wishing to participate must complete the 4-H Delivers County Participation Form by September 1. The 4-H Foundation will need each county to:

- Create a list of 25-250 potential donors with addresses by October 15
- Edit the template letter (if you wish)
- Select 5 photos and 5 impact statements that you would like to highlight on the insert
- Approve the custom reply form



### FAQs

#### When will the letters be mailed?

The target date will be November 28, 2018.

#### Where will the funds be deposited?

You choose! Funds can be deposited into any 4-H Foundation account.

#### Can these gifts be used to receive 4-H Grows Campaign match?

Absolutely, as long as you deposit the funds into one of the local endowments.

#### Who should get the letters?

The goal is to help you reach new donors. Ideally, your list would consist of 4-H alumni, parents, and volunteers who have not given previously or in several years.

Enroll or learn more by visiting [tn4hfoundation.org](http://tn4hfoundation.org) and find 4-H Delivers in the Resources menu.

Questions, comments or concerns? Email Ryan Hensley, [tn4h@utk.edu](mailto:tn4h@utk.edu).

[tn4hfoundation.org](http://tn4hfoundation.org)

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