



FUNDRAISING: PRIVATE SUPPORT FOR THE 4-H PROGRAM

Education and character-building are the basic premises of the 4-H Youth Development program. Federal, State and county tax funds are the major source of support for all Cooperative Extension programs, including 4-H. However, there are some educational efforts provided through 4-H which cannot be fully supported by tax dollars alone and local and statewide fundraising by 4-H groups has always been an integral part of conducting 4-H programs. 4-H programs should provide opportunity for the many private groups interested in youth to help advance the 4-H program, to become "friends of 4-H" with contributions of time, money and facilities. New or broader program opportunities that may not have been anticipated within the normal funding processes for 4-H, can be encouraged by private support for 4-H. In all, private funds should not have the effect of replacing the main source of support for Cooperative Extension programs from tax dollars, rather, private support raised through 4-H fundraising is frequently good evidence that citizens believe in the educational and character-building foundation of 4-H and are willing to invest in the future of the 4-H members.

In seeking private support for 4-H programs, through fundraising, State and local Extension officials must insure that the funds are given and used in accordance with **Title 7 of the Code of Federal Regulations section 8 and USDA Guidelines pertaining to the 4-H program**. Critical elements of these regulations and guidelines include:

- ◆ **Fundraising programs** using the 4-H Name and Emblem may be carried out for specific educational purposes. Such fundraising programs and use of the 4-H Name and Emblem on or associated with, products, and services for such purposes **must have the approval of [the] appropriate Cooperative Extension office** (local, county, state or national level).
- ◆ **All moneys received** from 4-H fundraising programs, except those necessary to pay reasonable expenses, **must be expended to further the 4-H educational programs**.
- ◆ Private support moneys should be:
 - Given and used for priority educational purposes.
 - Accounted for efficiently and fully
- ◆ Fundraising groups properly authorized to use the 4-H Name and Emblem are to be held accountable to the 4-H program granting authorization. **There must be a definite plan to account for funds raised prior to authorization**. Such a plan should be within the policy guidelines of the State for handling funds.
- ◆ **Any use of the 4-H Name and Emblem is forbidden if it exploits the 4-H programs, its volunteer leaders or 4-H youth participants or USDA, Cooperative Extension, land-grant institutions, or their employees.**
- ◆ **The 4-H Name and Emblem shall not be used to imply endorsement of commercial firms, products or services.**
- ◆ In connection with 4-H fundraising purposes, **the following disclaimer statement must be used on products or services offered for sale:**

"A portion of the sales price of this product or service will be used to promote 4-H educational programs. No endorsement of the product or service by 4-H is implied or intended."



4-H National Headquarters; 1400 Independence Avenue, S.W.; MS 2225;
Washington, D.C. 20250
www.national4-hheadquarters.gov



The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, sex, religion, age, disability, political beliefs, sexual orientation, and marital or family status. (Not all prohibited bases apply to all programs.) Persons with disabilities who require alternative means for communication of program information (Braille, large print, audio-tape, etc.) should contact USDA (LARRY) Center at (202) 726-2600 (voice and TDD). To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, Room 326-W, Whitten Building, 14th and Independence Avenue, SW, Washington, DC 20250-9410 or call (202) 726-5964 (voice or TDD). USDA is an equal opportunity provider and employer.



4-H FUNDRAISING: SPONSORSHIPS & PROMOTIONS

Under provisions of 18 USC 707 and 7 CFR Part 8:

The 4-H Name and Emblem are held in trust by the Secretary of Agriculture of the United States Department of Agriculture for the educational and character-building purposes of the 4-H program and can be used only as authorized by statute and according to the authorization of the Secretary or designated representative, the Director of 4-H National Headquarters, National Institute of Food and Agriculture (NIFA), U.S. Department of Agriculture (USDA).

Frequently, private partners within the 4-H system, such as 4-H National Council or state 4-H foundations, may work with commercial entities to raise funds on behalf of the 4-H program. Sometimes these funds are provided as grants or awards; other times the commercial entity may request to be a "sponsor" of 4-H programs or wishes to be included as part of a special promotion in the media or other public setting. A common sense rule when considering sponsorships or promotions related to 4-H Youth Development is: If the primary and most significant benefit accrued by the use of the 4-H Name & Emblem will be to the 4-H program rather than a commercial entity, then it is appropriate and acceptable to proceed.

Any use of the 4-H Name & Emblem is forbidden if it exploits the 4-H programs, its volunteer leaders or 4-H youth participants or the USDA, the Cooperative Extension Services, or the land grant institutions, or their employees.

All moneys received from 4-H fundraising programs, except those necessary to pay reasonable expenses, must be expended to further the 4-H educational programs.

AUTHORITIES OF 4-H FOUNDATIONS AND PRIVATE PARTNERS

Private entities when sanctioned by an appropriate body within the Cooperative Extension System and authorized by National 4-H Headquarters, are much like the Land Grant Universities and State Cooperative Extension Services and have been granted the authority to use the 4-H Name & Emblem to carry out a specific function such as fundraising on behalf of Cooperative Extension; HOWEVER, they have not been made authorizing designees for the Secretary of Agriculture and cannot authorize or approve other entities, products, or services for use of the 4-H Name & Emblem.

A State organization which accepts donations and sponsorships using the 4-H Name & Emblem at the state level, should inform the commercial enterprise that such authorization is for that State only and that multistate follow-up requires authorization from the Director, 4-H National Headquarters, NIFA, USDA, Washington, DC.

SPONSORSHIPS AND PROMOTIONS

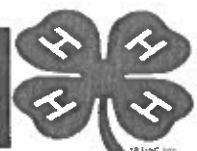
To sponsor something is to support an event, activity, or organization financially or through the provision of products or services. A sponsor is the individual or group that provides the support. Sponsorship may be an arrangement to exchange advertising for the responsibility of funding a popular event or entity. For example, a corporate entity may provide funding for an event in exchange for brand recognition. This type of sponsorship, known as cause-related, is prominent in the sports, arts, and media and charity sectors.

Promotions involve bringing a service to the attention of potential and current customers through media and linking products, services, or entities with services or events already viewed as positive by the intended audience.

(continued on next page)



National 4-H Headquarters; 1400 Independence Avenue, S.W.; MS 2225;
Washington, D.C. 20250



The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, sex, religion, age, disability, political beliefs, sexual orientation, and marital or family status. (Not all prohibited bases apply to all programs.) Persons with disabilities who require alternative means for communication (Braille, large print, audio tape, etc.) should contact USDA's TARGET Center at (202) 720-2600 (voice and TDD). To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, Room 326-W, Whitten Building, 1400 Independence Avenue, S.W., Washington, DC 20250-9410 or call (202) 720-6964 (voice) or (202) 720-6964 (TDD). USDA is an equal opportunity provider and employer.

4-H National Headquarters Fact Sheet

Private and commercial entities wishing to sponsor or partner with 4-H programs on a promotional activity are subject to the following regulations:

- The 4-H Name & Emblem shall not be used to imply endorsement of commercial firms, products, or services.
- The 4-H Name & Emblem shall not be used in such a manner that increases profit for a commercial venture with no benefit to the educational goals and objectives of the 4-H Youth Development program.
- Authorization to use the 4-H Name & Emblem, or donations to any representative of the 4-H program, do not grant the applicant or donor exclusive rights to use the 4-H Name & Emblem or claim an exclusive relationship with the 4-H program for this or any other purpose.

ENDORSEMENT OF COMMERCIAL FIRMS, PRODUCTS, OR SERVICES

The 4-H Name & Emblem shall not be used to imply endorsement of commercial firms, products or services. When used to promote 4-H educational programs, the 4-H Name & Emblem, subject to obtaining authorization as provided in National 4-H regulations, may be used on or associated with products and services sold in connection with 4-H fund-raising programs so long as no endorsement or the appearance of an endorsement of a commercial firm, product or service is either intended or effected. Tributes to 4-H contained on or associated with commercial products or services, when such products or services are used for the fund-raising activities, are subject to the requirements of this paragraph. The focus of these ads or materials should be an endorsement of or tribute to 4-H, not 4-H's endorsement of the product.

Authorizations and approvals must be used for the educational and character-building purposes of the 4-H program and to serve the educational needs and interests of 4-H youth. Authorization can not be provided to: (1) Commercial firms, vendors or organizations that would profit from the use of the 4-H Name & Emblem for merchandise, supplies, products, and/ or services, or (2) When intended for or available to the general public with no benefit to the educational goals and objectives of the 4-H Youth Development program. Additionally, the 4-H Name & Emblem shall not be used to imply endorsement of commercial firms, products, or services. When a product, firm, or service has met the condition of benefiting the educational goals and objectives of the 4-H youth development program and is approved by the appropriate level of authority - it may then be referred to as a "sponsor" or "supporter" of 4-H youth development - clarity should still be provided with the inclusion of the following statement on the product or publications related to an event:

"_____ is a sponsor of 4-H Youth Development programs and has provided funding, goods or services in support of 4-H. Acceptance of sponsorship does not imply endorsement by 4-H of any firm, product, or service."

EXCLUSIVITY

Authorization to use the 4-H Name & Emblem, or donations to any representative of the 4-H program, do not grant the applicant or donor exclusive rights to use the 4-H Name & Emblem or claim an exclusive relationship with the 4-H Youth Development Program for this or any other purpose. As a result, **donors or sponsors should not be referred to as the "official" sponsor or product of 4-H.** The 4-H Program and its authorized agents may grant similar authorizations or donor relationships to competing organizations; and the authorization is revocable at the discretion of 4-H National Headquarters, NIFA, USDA.

USE OF THE 4-H NAME & EMBLEM IN SPONSORSHIPS AND PROMOTIONS

The 4-H Name & Emblem may be used in conjunction with the names, emblems, and word marks of other organizations and programs when 4-H is a partner, co-author, sponsor, or supporter, or in some other official relationship. When feasible, the nature of the relationship among the organizations should be clearly defined (e.g., in partnership with, sponsored by, etc.), and the 4-H Emblem should be given prominence consistent with its role in the relationship. The 4-H Emblem should not be used or integrated into a larger design in such a manner that it becomes difficult to recognize or distinguish, or that is not consistent with the graphic guidelines for use of the 4-H Emblem. To avoid the appearance of endorsement of a program, product, or service, the 4-H Emblem may not be incorporated into a larger design of a program, product, or service that is protected by trademark, service mark, copyright, or other similar laws. It is not acceptable to incorporate the 4-H Emblem into any other organization's logo or emblem. The authority for determining the proper display and use of the 4-H emblem rests with 4-H National Headquarters, NIFA, USDA. Please consult *Using the 4-H Name and Emblem* guidelines available at <http://www.national4-hheadquarters.gov/> for more information.

Continued on next page