




4-H Tractor Supply Company Partnership FAQ



What is the 4-H Tractor Supply Company (TSC) Partnership?

4-H and Tractor Supply Company (TSC) are entering the third year of a three-year national partnership. Through this partnership, 45 states are able to take advantage of various opportunities for local and national 4-H programs to raise funds and visibility in their communities! Below is a list of upcoming opportunities with TSC/Del's for the first half of the year. To see a detailed calendar of all TSC/Del's partnership opportunities/events, visit the Promotional Toolkit on 4-H.org at www.4-H.org/paper-clover-toolkit/ and look for the TSC toolkit. Also, visit www.tractorsupply.com/4-H to learn more about how TSC is supporting 4-H and track the how your state is doing during the upcoming Paper Clover promotion!

4-H TSC/Del's Partnership Opportunities	Dates	Benefit to 4-H
Paper Clover Promotion 	Spring: May 8-9, 2013 Fall: October 9-20, 2013	70% of funds go to state and county 4-H programs (60-65% to county depending on your state's 4-H structure) and 30% to National 4-H Council. The Fall 2012 Paper Clover raised \$498,721 for 4-H—70% went back to you! Need for spring: Look for the \$5 Paper Clover in addition to the original \$1 Paper Clover.
DuMor Show Feed 	Ongoing in 2013	For every bag of DuMor Show Feed sold, TSC will donate \$0.25 to 4-H Animal Science learning and activities.
TSC Reusable Bags 	Ongoing in 2013	TSC has redesigned the reusable bag! Proceeds from the sale of the bags will go to support TSC's local and national marketing of the 4-H partnership (i.e. TSC 4-H mini-site, ads in TSC circulars, direct mailings and other partnership collateral).

Partnership Details

- **Paper Clover Fundraising Events:** See dedicated question section below.
- **DuMor Show Feed:** DuMor Show Feed is a private label feed sold exclusively in TSC stores nationwide.
 - 1) For every bag of DuMor Show Feed sold, TSC donates \$0.25 to 4-H Animal Science learning and activities.
 - 2) DuMor Show Feed is available for beef grower and finisher, pig grower and finisher, poultry, lamb, and goat. These feeds are manufactured by Purina Mills for TSC.
 - 3) To date, DuMor Show Feed donations have raised approx. \$14,900. A portion of the funds is used to support the NAE4-H Excellence in Animal Science Award. The remainder of the funds has not yet been spent, but is earmarked for 4-H animal science learning activities.
 - 4) This program will continue throughout 2013.
- **TSC Reusable Bags:** TSC has redesigned the reusable bag! A new design will be featured on the bags each season. These reusable bags can be found near the check-out area and are an easy and green way to carry all your project supplies. Look for the 4-H clover on the sign over the rack of the recyclable bags that shows that TSC is supporting 4-H.

How much has the TSC Partnership raised to-date and what are the funds raised used for?

- To date, all Paper Clover Promotions have raised a total of approx. \$2,161,287. County 4-H programs have received approx. \$1,296,772, state 4-H programs have received approx. \$216,128 and National 4-H Council has received \$648,386. County and state 4-H programs have used funds to support club activities and supplies, transportation to 4-H events, awards, scholarships, and other 4-H-related activities to be determined at their discretion. Nationally, funds have underwritten the cost to implement the program and national 4-H programming efforts.
- To date, Dumor Show Feed donations have raised approx. \$14,900. A portion of the funds have supported the 2011 NAE4-H Excellence in Animal Science Award. The remainder of the funds has not yet been spent, but is earmarked for 4-H animal science learning activities.
- To date, TSC Reusable bags have raised approx. \$180,000. National 4-H Council and TSC has used these funds to support events such as National 4-H Congress, as well as national 4-H programming.

What TSC/Del's stores are participating in the partnership?

All TSC stores in 45 states are participating in the partnership. This includes Del's Farm and Feed Supply stores in HI, ID, OR, WA. TSC does not have stores in AK, DC, NV, WY, UT or the U.S. territories. Check the store listings spreadsheet in the 4-H promotional toolkit at www.4-H.org/paper-clover-toolkit/ to see how many new stores have been added in your state since the last promotion.

Do counties or clubs need to do anything to participate in this partnership?

The more involvement and participation that local 4-H clubs and staff have at the TSC store during the promotion, the more your clubs and counties will benefit! TSC stores are interested in building stronger relationships with 4-H at the local level—they encourage 4-H'ers and their families to take part in store events so that more funds are raised and visibility is increased for 4-H. Where possible, 4-H volunteers, staff, and/or members are encouraged to partner with their store managers to identify upcoming store events at which 4-H'ers can be involved. The more promotion and publicity counties give the 4-H TSC partnership, the more awareness and support will be raised for your local 4-H! For example, a 4-H club or a group of 4-H'ers can arrange a table or hands-on demonstration with their animals at their local TSC store for a few hours during Paper Clover or during other TSC event like “Out Here With Animals” or “Pet Celebration” events.

How do I know what opportunities are available for 4-H participation at my local TSC/Del's?

Please contact your store manager for details about specific opportunities at your local store. If you need help finding your store's contact information, see the list of TSC stores in the toolkit at www.4-H.org/paper-clover-toolkit/ to find your stores contact information. Be sure to read the tip sheet with best practices for these opportunities, along with the 6-month calendar of events when planning for partnership opportunities in 2013.

Will National 4-H Council and/or Tractor Supply Company be publicizing the partnership?

Yes. Council will be promoting the partnership thru venues like www.4-H.org, social media outlets like the 4-H Facebook page and Twitter, and our enewsletter, 4-H Today. In addition, TSC will be promoting the partnership on the TSC 4-H mini-site www.tractorsupply.com/4-H, *Out Here* magazine, store circulars, and other PR efforts.

What if I want to promote the 4-H/TSC/Del's partnership within my community and network?

National 4-H Council has developed turn-key promotional resources and templates that will help you promote the partnership and raise more funds/visibility for 4-H in your community. These resources can be found on 4-H.org at www.4-H.org/paper-clover-toolkit/. A username and password to is required log-in, so please contact paperclover@4-H.org to receive this information.

How do the partnership promotion and collateral materials ensure USDA's standards for non-endorsement?

As with any national partner, TSC receives national donor and sponsorship benefits based on the level of their commitment. These benefits meet the Better Business Bureau's Wise Giving Alliance Standards and Best Practices as well as USDA's name and emblem use authorization and guidelines. In addition, they are consistent with national charities of similar size and scope. All national TSC partnership collateral materials have been approved by USDA in accordance with the process for receiving national name and emblem approval. As part of USDA's guidelines, in instances where endorsement of a product or service may appear implied, collateral will include the standard non-endorsement disclaimer language in readable print on the promotional piece: *No endorsement by 4-H is implied or intended. Use of the 4-H name and emblem is authorized by USDA.*

How are partnerships like the TSC/Del's partnership selected?

National 4-H Council is responsible for fundraising for 4-H programming at the national level. State and county level fundraising is the responsibility of state and county 4-H programs. Nationally, potential partners must meet certain criteria in order for Council to support a partnership. Partner criterion includes, but is not limited to:

- Must be national or regional in scope.
- Must have alignment with 4-H brand, mission, and vision.
- Must have a clear and defined benefit to 4-H programming and 4-H high quality positive youth development.
- Must fit USDA's guidelines for use of the name and emblem (if name and emblem use is required).
- Must be able to financially support cost of executing proposed program and provide for a philanthropic contribution.
- Must comply with IRS accountability standards and procedures.
- Must fit within Council's national grant/fund distribution models (i.e. we are not able nor do we have a mechanism for giving funds directly to clubs or individual youth).

If you have an idea for a partnership with a company that you think could benefit your county/state program and has national operations, and we'd love to hear from you! Contact jconn@fourhcouncil.edu.

Who should I contact if I have questions or want to give feedback about the partnership?

We would love your feedback! If you have comments, questions, or ideas on how to add or improve upon this partnership, please let us know. We would also love to see pictures or videos of the activities you participate in with your local TSC/Del's store. Contact:

- Julie Conn, Cause Partnership Coordinator, National 4-H Council 301-961-2819 or jconn@fourhcouncil.edu.

Paper Clover Event Details

What is the Paper Clover promotion?

4-H Paper Clovers are paper representations of the 4-H clover that are sold for \$1 or more by TSC/Del's store team members and prominently displayed in-store. **New this year, TSC is also offering a \$5 Paper Clover!** Retailers who partner with National 4-H Council to run a national Paper Clover fundraiser in their stores do so to support 4-H and to:

- Develop relationships with 4-H groups, families, and alumni in their communities
- Support 4-H programs at the local level, state, and national level
- Drive store traffic
- Encourage their customers to support causes they believe in

- Run a relatively low cost to fundraiser with a big impact

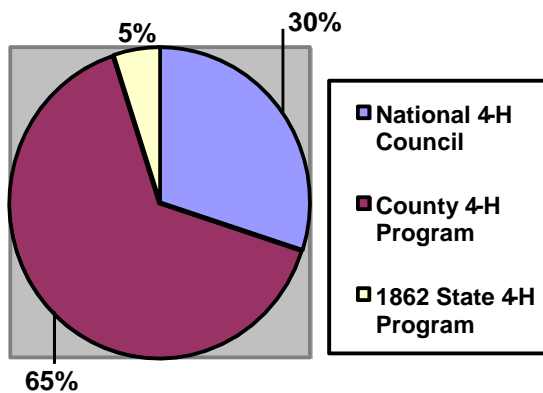
When is the next Paper Clover promotion?

The promotion begins on Wednesday, May 8 and runs through Sunday, May 19, 2013. When you make your plans to promote Paper Clover at your local TSC/Del's store, be sure to take lots of photos to share with the 4-H community! The dates for the fall 2013 promotion are October 9-20th, 2013. This is a great opportunity to plan into your National 4-H Week activities or the National Youth Science Day experiment.

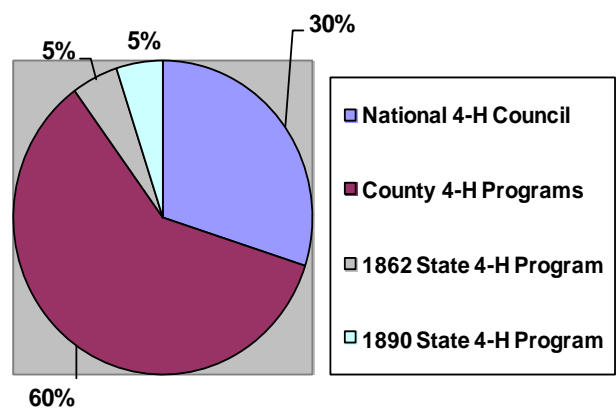
How and when do counties receive the funds that are raised from Paper Clover?

Once the promotion has ended, Tractor Supply Company will send a lump sum check of all the funds raised along with detailed report of how much was raised at each store within 30 days to National 4-H Council. Once the funds have been received, they will be distributed to states within two business weeks. In states with both an 1862 and an 1890 Land Grant Institution (LGI), sixty percent of each paper clover sold (or customer donation) will go directly to the county 4-H program in which it was raised, 10 percent will stay at the state level, and 30 percent will stay at National 4-H Council to underwrite the cost of the program. In states with only an 1862 Land Grant Institution (LGI), sixty-five percent of each paper clover sold (or customer donation) will go directly to the county 4-H program in which it was raised, 5 percent will stay at the state level, and 30 percent will stay at National 4-H Council to underwrite the cost of the program.

States with 1862 LGU only



States with both 1862 LGU and 1890 LGU



What if I need more information specifically about Paper Clover?

Emails will be sent and webinars will be arranged that will provide additional information specifically about the Paper Clover promotion. Contact paperclover@fourhcouncil.edu with general questions about Paper Clover.