

Spring 2017 Paper Clover Fundraiser

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The [Spring 2017 Paper Clover Fundraiser](#) is coming **April 26-May 7**. As many of you know, this is a wonderful opportunity for 4-H clubs to partner with their local Tractor Supply stores to hold in-store fundraising events. Last year, participating clubs raised \$18,737 for 4-H in Missouri counties! (http://www.tractorsupply.com/landing-pages_4-h_4h-home.html)

The program is continuing with the changes instituted last fall. Following the Paper Clover promotion, 80% of the funds now will go back to the State 4-H program, which will still be disbursed to the counties. The funds **need to be used for scholarship support** for 4-H'ers to attend camps or other leadership activities. This can include ambassador trainings, 4-H Teen conferences, and several other leadership opportunities. Ribbons and supplies may no longer be purchased with the funds.

Following the paper clover campaigns in the fall and spring we will be required to report back to National 4-H and TSC on how the counties will be planning to use the money and how many youth will benefit with either full or partial scholarships. The Missouri 4-H Foundation office will be providing a follow-up form for counties to complete, which will help us provide the necessary information required by National 4-H and TSC.

Stores with 4-H members on site during the promotion raised an average of 40% more than those that did not, be sure to check for updates on the [TSC Sweepstakes Page](#) for potential sweepstake options for in store events at Tractor Supply Company.

How can your county or club make this a successful program?

- 4-H'ers can set up a display about your local 4-H program.
- Schedule 4-H'ers physically in the store greeting customers and sharing about the 4-H program.
- Post signs at your extension office or other community areas promoting the opportunity.
- Share on social media about the promotion and encourage your leaders to share as well.

The more 4-H supporters you have in the store the more the funds you will raise. National 4-H has a [toolkit](#) available with downloadable signs and social media marketing materials. (<http://4-h.org/professionals/marketing-resources/paper-clover-toolkit>)

If clubs or groups let their local store know two weeks in advance of any planned activities, Tractor Supply may be able to do some in-store marketing for your club's event. Some of our most successful fundraising events last year included bake sales, hot dog sales and ice cream sales.

Tractor Supply wants to stress that all project types are welcome to participate in this fundraising opportunity; they do not have to be agriculturally-based. Tractor Supply stores in urban areas would be particularly receptive to events that focus less on traditional 4-H Ag projects.

We sincerely hope that all clubs with a Tractor Supply Store in their county take advantage of this wonderful fundraising opportunity. For more information on the TSC Paper Clover Campaign or to get in touch with your local TSC store, visit the TSC website at http://www.tractorsupply.com/landing-pages_4-h_4h-home.html

As in the past, if you are a county that does not have a TSC store and you are participating in a neighboring county please contact both the **TSC store manager and our office in advance in order to split the funds** between the counties.

Lastly please hold the date on your planning calendars for the Fall 2017 Paper Clover Campaign **October 4-15, 2017** and please let us know if you have any questions. Best of luck during the spring campaign and have a great 4-H year!