

SUCCESSFUL FUNDRAISING WITH TRACTOR SUPPLY COMPANY'S 4-H CLOVER CAMPAIGN

REMOVING FINANCIAL BARRIERS TO ATTEND 4-H CAMP IN A RURAL COUNTY
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 Union County Director & Extension Agent III

Our most successful year

Youth with TSC Vest near front of store



Tractor Supply Clover Campaign

TIPS FOR SUCCESS

Sign Up 	SIGN UP ORDER <ul style="list-style-type: none"> Set a date to start sign up Parents must have calendar First come, first serve Drawn names at meeting 	4-H EXHIBIT <ul style="list-style-type: none"> Set up a table Interactive Exhibit or posters Use photos of actual local kids and 4-H camp experiences
	\$50 DEPOSIT <ul style="list-style-type: none"> \$50 deposit is charged to sign up Refundable if all funds raised Fall fundraising pays deposit Make arrangements for financially challenged families 	COMMUNICATE <ul style="list-style-type: none"> Communicate with store managers often (at least 2-4 weekly during) Drop in and visit TSC cashiers
	REMINDE REQUIRED <ul style="list-style-type: none"> Set up reminders for shifts Send encouraging messages Share tips Send updates or cancellations 	SIGN IN & OUT <ul style="list-style-type: none"> Sign in sheet at register Stand close to register and 4H exhibit ASK for a donation to their 4-H camp scholarship Families turn in totals at end of shift and sign out
	RECORDING KEEPING <ul style="list-style-type: none"> Use sign in/out sheet for amounts Ask parents to keep receipts for any discrepancies 	SHIFT GUIDELINES <ul style="list-style-type: none"> No Back to back Saturday shifts 2 shifts per child Fall fundraisers get 1 shift in spring Ask parents to message you with changes
	PARENTAL SUPERVISION REQUIRED <ul style="list-style-type: none"> Parents or guardians must stay with youth in store at all times 	CALCULATE AMOUNTS QUICKLY <ul style="list-style-type: none"> Pick up sign in sheet and calculate scholarship amounts quickly Some students will sell more than fees Apply to others, no holdover Calculate sales by cashiers & divide



Table Display for when youth are not present



#1 TSC store in US for Total Clover sales multiple times

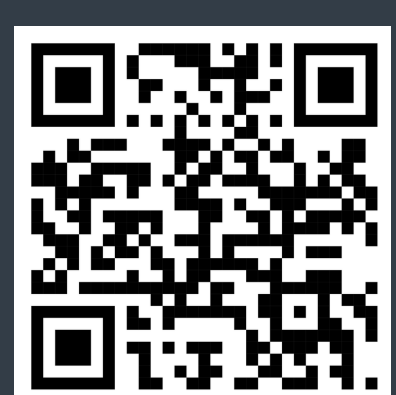
\$50,000 in Contribution since 2011

-80% Profit

- Eliminates barriers to youth without family and friends who can purchase fundraising items
- Empowers youth to earn all their camp fees
- Efficient use of Agent's time



Scan TSC's Online Toolkit for Promotion



Scan for google drive files

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