



4-H Week: Beyond Ready



Manifesto



120 years ago, we were ready.

Ready to get our hands dirty,
Ready to learn by doing,
Ready to push the power of youth forward.
And as our inspiration grew, so did we.
When we expanded into every corner of America,
We were ready.
Ready to ask questions about the world,
To show up for our community,
To become the leaders we were always meant to be.
And when we evolved into the unstoppable force we are today,
We were ready.
Ready to open our arms to every opportunity,
Every path,
And every child—
Generation after generation.
Over six million of us have been inspired by 4-H.
It's time to inspire six million more.
We were ready then. We're beyond ready now.
After all, it's always been in our DNA.
Beyond ready for school.
Beyond ready for work.
**Beyond ready for life—
And everything that comes with it.**



Message Architecture



CREATIVE PLATFORM

Green = External Facing

INSPIRE

Beyond Ready

BRAND VALUES

EXPLAIN

ENGAGED

HEALTHY

PRODUCTIVE

MESSAGING PILLARS

EXPLAIN/DETAIL

We embrace diversity in people, careers, and perspectives. Every child is valuable and deserves the support and freedom to choose their own path. We believe in the potential of all youth and strive to let their talents flourish.

4-H has proven to instill confidence and resiliency. Dedicated to empowering youth in both body and mind, we rely on scientifically backed studies and programming that drive youth forward so they can be prepared for anything.

We equip youth with skills for the future while meeting them where they are today. Through 4-H, we offer opportunities and experiences that shape youth into their full, authentic selves, enabling them to shine both now and in the future.



Donation CTA Hierarchy



HEADLINE

Green = External Facing

Beyond Ready

ACTION

Option 1.

Donate Today

Option 2.

Donate Now

EXPLAIN

Option 1.

**So more kids can
lead the way.**

Option 2.

**So more kids can
take on the world.**

Option 3.

**So more kids are
ready for tomorrow.**

SIGN OFF

Option 1.

**More Youth.
More Community.
More Ready.**

Option 2.

**Ready Then.
Ready Now.
Ready for Anything.**



Lockup



STACKED



PRIMARY



HORIZONTAL



Partnership Lockup



JOANN |  Beyond Ready

 Microsoft |  Beyond Ready

 |  Beyond Ready



Extension Lockups



FLORIDA A&M UNIVERSITY
**COOPERATIVE
EXTENSION**
COLLEGE OF AGRICULTURE AND FOOD SCIENCES



**Beyond
Ready**



**Beyond
Ready**



Campaign Video :60 :30 :15

:60, :30, :15 in English and Spanish closed captioning



Script

Remember when you were a kid?

Discovering all you can do—

While learning to love who you are.

Finding your spark,

And igniting passion in others.

Stepping into your independence,

But realizing you don't have to do it alone.

Dealing with the pressures of the world,

While finding a way through the storm.

These moments haven't changed,

But the world has – and it's coming at us faster than

ever.

4-H has helped millions of youth pave a path forward.

We're ready to inspire millions more to do the same.

Through programs that are proven to work,

We're building a generation that's beyond ready.

Ready to lead.

Ready to serve.

Ready to build.

Ready to conquer.

More Youth. More Community. More Ready.

Beyond Ready.

Donate now so more kids can take on the world.

[Play Video](https://www.dropbox.com/scl/fi/gv712lg4gtvjr55viqk96/MAIN-60_CC.mp4?rlkey=3r2q20atqp1cvhxgga6vpsuv7&dl=0)

https://www.dropbox.com/scl/fi/gv712lg4gtvjr55viqk96/MAIN-60_CC.mp4?rlkey=3r2q20atqp1cvhxgga6vpsuv7&dl=0



Print Ads & Fliers



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 Donate today so more kids can take on the world.
4-H.org | #4HBeyondReady



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 Volunteer today so more kids can take on the world.
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Building a Ready Generation in a World of Change.

Beyond Ready

UNIVERSITY OF CALIFORNIA
Agriculture and Natural Resources

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4-H.org
 #4HBeyondReady

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4-H.org/donate

Beyond Ready

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 4-H.org | #4HBeyondReady

EXTENSIONSERVICE



Pop Up Banners



4-H.org
#4HBeyondReady

BASE

4-H.org
#4HBeyondReady

BASE

Beyond Ready

4x more likely to make a positive contribution to their communities

2x more likely to report feeling competent

2x more likely to make healthier choices

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#4HBeyondReady

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BASE



Pop Up Banners



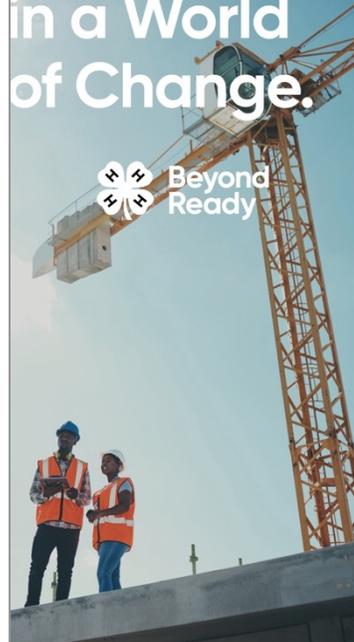
Building a Ready Generation in a World of Change.




 Beyond Ready

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 Beyond Ready

BASE

Ready then.
Ready now.
Ready for anything.



 Beyond Ready



4-H.org
#4HBeyondReady



BASE

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 Beyond Ready



4-H.org
#4HBeyondReady



BASE



Social Media



Social Media



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**Ready then.
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Ready for anything.**

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**More Youth.
More Community.
More Ready.**

2x

more likely to report feeling competent

Beyond Ready

"You don't know Amiyah without 4-H"

-Amiyah Elam, Georgia 4-H

Beyond Ready

Donate Today so more kids can take on the world.

4-H has given me the perspective of you deserve happiness and you deserve to be who you are.

-Katie Collins, Tennessee 4-H

Beyond Ready

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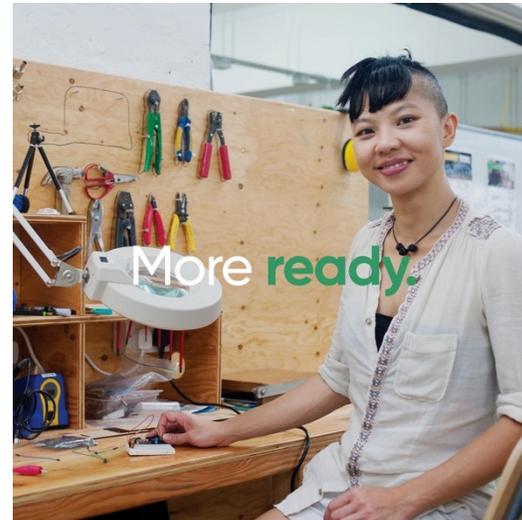
If you better yourself, by bettering others, it will end a lot better in the long run. That's the big thing 4-H taught me.

-Reed Marcum, Oklahoma 4-H

Beyond Ready



Social Media



Social Media



Beyond Ready

Join 4-H today at 4-H.org

Beyond Ready

Give today at 4-H.org

Beyond Ready

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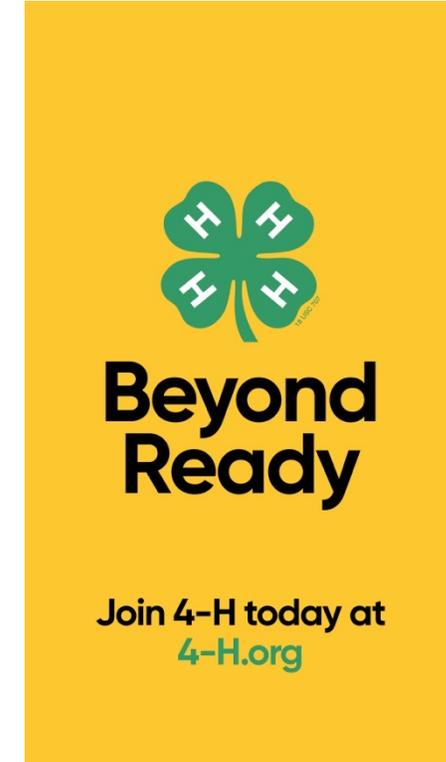
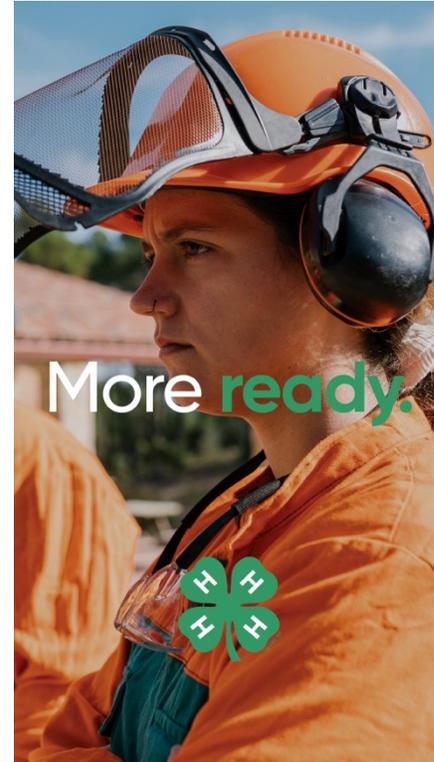
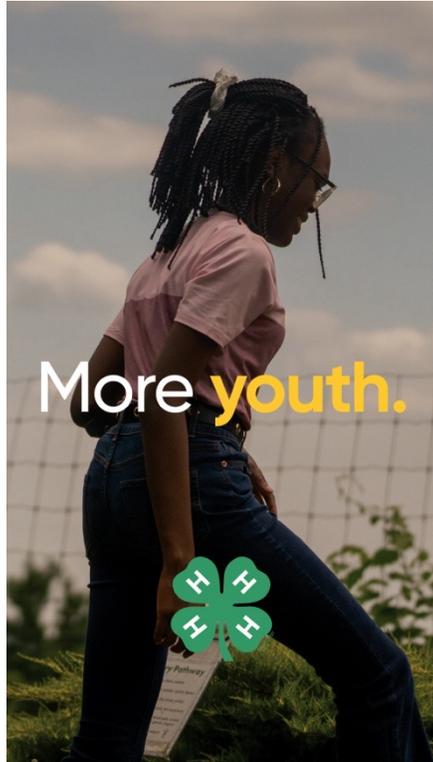
Join 4-H today at 4-H.org

Beyond Ready

Volunteer today at 4-H.org



Social Media



Virtual Backgrounds

