



## Dear 4-H Agent(s):

The Spring Tractor Supply Paper Clover fundraiser will be held May 8th - May 19th. Customers at your local Tractor Supply can support 4-H by purchasing paper clovers at checkout. All funds raised will be donated to 4-H, and over 70% will remain at the county and state level where the store is located. Having more 4-Hers in stores during the event helps raise more money, so contact your local store manager to see how you can get involved to help raise funds for your local programs - we need your help!

Over the last three years, Tractor Supply's Paper Clover fundraiser has raised over \$2 million in support of 4-H programs across the country. These efforts provide direct support for local camps, after-school programs, county fairs and scholarships creating opportunities for youth to explore interests in everything from animal science to robotics.

We have some new and exciting changes to the spring event to grow the partnership and financial support for your 4-H programs:

- **More funds for county 4-H programs** - 100% of funds raised by counties, above and beyond what they raised for the same season last year, will come back to the county! You now have the ability to raise even more funds for your local county programs. Visit the online toolkit for more details.
- **\$5 donations in store** - we will be offering both \$1 and \$5 donation increments in stores. Larger donations will be easy to see in stores since the \$5 clovers will be bigger in physical size.
- **Coupons on clovers** - all clovers will have a bounceback coupon at the bottom as a "thank you" for your donation. \$5 clovers will have a larger discount than \$1 clovers, made possible by Purina Animal Nutrition.
- **State 4-H program awards** - TSC wants to recognize the top state in each 4-H region with the highest average dollars raised in TSC stores for their state. Each of the four (4) Regional Paper Clover Champion award winners will receive \$1,000 for their state 4-H programs.

Keep track of how much your state or local store is raising at [TractorSupply.com/4-H](http://TractorSupply.com/4-H) with the daily trackers. Visit the Spring 2013 Paper Clover Toolkit to find promotional resources and information to help make this promotion successful for your county. Don't miss out on this great fundraising opportunity!

Sincerely,

Your Friends at  
Tractor Supply Company



**CONGRATS KLEBERG COUNTY 4-H CLUBS!**

Kingsville, TX TSC raised \$2,959 during the Fall 2012 event - placing #1 overall!

### TOOLKIT WEBSITE:

[www.4-H.org/paper-clover-toolkit](http://www.4-H.org/paper-clover-toolkit)

### USERNAME:

paperclover@4-H.org

### PASSWORD:

paperclover



## Success Stories



"The main key to success is to have a presence in the store during the initiative, especially a youth presence. To get more youth involved we have added other events on one of the Saturdays during the initiative. Our 4-H Livestock Project Group constructed a tabletop exhibit showcasing many of the Animal Science project areas in 4-H. The display was set up in the store front during the duration of the 4-H Paper Clover initiative to give a welcoming presence to each customer/potential 4-H supporter."

### WALTER MALONE

Sullivan County 4-H Agent in Tennessee

"The Paper Clover Campaign has given us the chance to make 4-H more visible in our county while raising money for our programs. Tractor Supply has definitely become a friend of 4-H as well as all the people who have purchased the clovers. This is a great partnership."

### RADONNA SAWATZKY,

Custer County 4-H Agent in Oklahoma

"King County Fair does not receive state or county funds, so over the past 2 years we have used the funds raised during the Paper Clover Fundraiser to put on the fair. The money pays for the judges, ribbons, renting port-a-potties and hand washing stations, as well as bedding for the animals. Without the support of this program, we could not have a fair."

### NANCY BASKETT

King County 4-H Agent in Washington

"Due to this level of support 4-H has provided leader training seminars, scholarships for youth to summer camps and educational training sessions for youth members and their parents. The money that has been raised through the clover campaign directly supports 4-H members and their aspirations."

### PAT BOYES

Washington State University Extension  
Dir. of 4-H Youth Development



## Event Ideas

Contact your local store manager to schedule an event.

- ❁ BBQ/HOT DOG COOKOUT
- ❁ BAKE SALE
- ❁ CLUB MEMBERSHIP DRIVE
- ❁ 4-H PET PARADE

- ❁ PROJECT DISPLAY BOARDS
- ❁ PROJECT DEMONSTRATIONS
- ❁ ANIMAL PROJECT DISPLAY OR PETTING ZOO
- ❁ CARRY-OUT SERVICE FOR PURCHASES