



# MAKE THE MATCH FOR [INSERT] COUNTY 4-H



DATE: (INSERT DATE)

CONTACT: (INSERT COUNTY STAFF CONTACT NAME)

INSERT COUNTY STAFF PHONE NUMBER:

## **(INSERT COUNTY NAME) COUNTY 4-H LAUNCHES MATCH CAMPAIGN TO BUILD 4-H ENDOWMENT**

(INSERT CITY WHERE COUNTY 4-H OFFICE EXISTS, Mich.) – Supporters of (COUNTY NAME) County 4-H programs have opportunity to double their personal support for 4-H by helping to “Make the Match for (COUNTY NAME) County 4-H.”

(COUNTY NAME) has set a goal of raising \$(INSERT ENDOWMENT GOAL) locally which, if successful, will result in the county 4-H program qualifying for a 1:1 match from the Michigan 4-H Foundation of every dollar raised to build an endowment for 4-H programs in (INSERT COUNTY NAME) County.

(INSERT A QUOTE HERE FROM YOUR CAMPAIGN LEADER(S) OR CHAIRS THAT EXPLAINS WHY THE COUNTY DECIDED TO PARTICIPATE IN THE MATCH CAMPAIGN AND THE NEEDS OF THE COUNTY 4-H PROGRAM THAT WILL BE HELPED BY THE ENDOWMENT.)

County 4-H programs in Michigan have historically been funded by a partnership between federal, state and county governments, Michigan State University and gifts from private supporters. With increasing reductions in public support for 4-H, 4-H families, volunteers, clubs, alumni and other friends are coming together to build private support to sustain 4-H in local communities.

The (INSERT COUNTY NAME) County 4-H Endowment, when doubled by the match, will provide annual support for current 4-H program delivery, for future 4-H program enhancements and other areas of greatest need that would serve to advance delivery of 4-H in the (INSERT COUNTY NAME) County.

(INSERT A QUOTE FROM THE COUNTY 4-H STAFF MEMBER ABOUT THE DIFFERENCE ENDOWMENT CAN MAKE TO THEIR LOCAL 4-H PROGRAMS.)

The “Make the Match for (INSERT COUNTY NAME) County” campaign is made possible by grants from the Herbert H. and Grace A. Dow Foundation, the Rollin M. Gerstacker Foundation and gifts made by individual leadership donors to the Michigan 4-H Foundation. The goal is to raise \$1 million in endowment for county 4-H programs in Michigan that will in turn be doubled by the match from these leadership contributors.

For information on how you can help “Make the Match for (INSERT COUNTY NAME) County 4-H”, visit the campaign web site at [www.mi4hfdtn.org/countymatch](http://www.mi4hfdtn.org/countymatch) or contact the (INSERT COUNTY NAME) County MSU Extension office at (INSERT COUNTY PHONE NUMBER).

(COUNTY NAME) County 4-H is a program of Michigan State University Extension 4-H Youth Development Programs whose mission is to create non-formal, educational opportunities to help youth thrive in a complex and changing world. The Michigan 4-H Foundation supports Michigan 4-H Youth Development programs to prepare youth for meaningful and productive lives.

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