



Murdoch's Retail Roundup



Information: Murdoch's stores in Montana provided a retail roundup at the register in the summer of 2022. In November, details were finalized and a check for the statewide total amount collected at the register from Murdoch's patrons was provided to the Montana 4-H Foundation. Through the advertising at the register, Murdoch's indicated that the roundup money would support local 4-H programs. The Montana 4-H Foundation has worked with counties that have Murdoch's store(s) to determine a process for distribution of the funds.

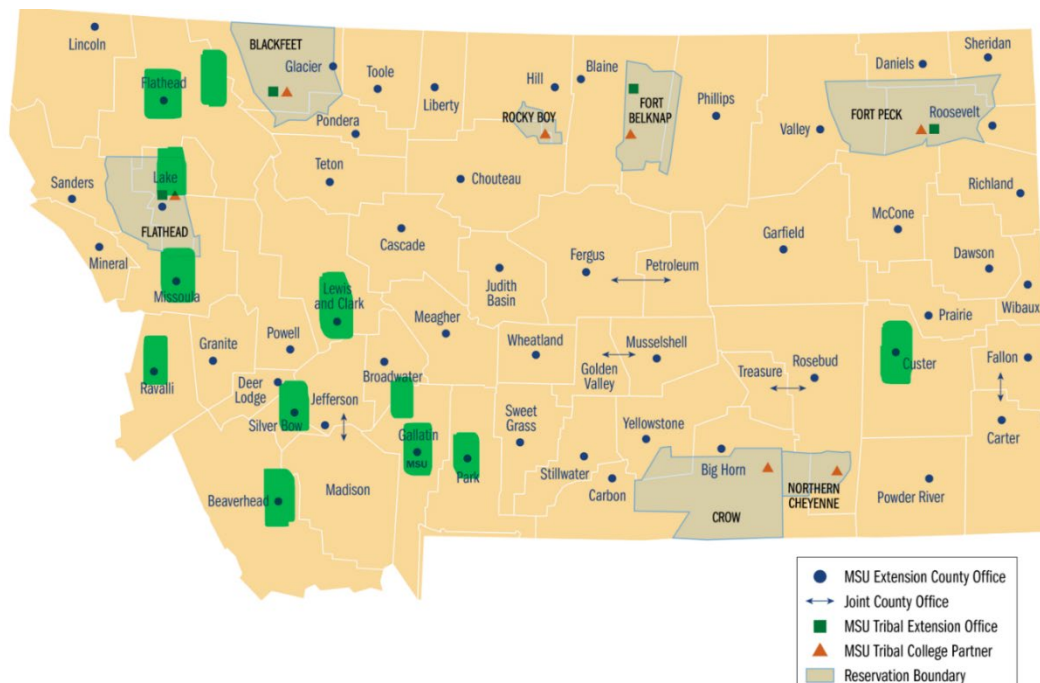
Amount: The Montana 4-H Foundation will receive 20% to assist in our pledge toward supporting statewide 4-H programs, as well as to offset the management costs for the Murdoch's Retail Roundup Program.

Counties with Murdoch's store(s) will receive 50% of total proceeds from the store(s) located in their counties. **They must still apply to receive these funds as outlined below in the application process.** If counties with a Murdoch's store(s) do not apply by the deadline to receive their portion of the funds, those funds will be retained by the Montana 4-H Foundation for use in 4-H programs that have both statewide and local impacts.

Remaining County/Reservation 4-H Councils, that do not have a Murdoch's store(s), may apply for up to \$1000. These requests will be funded on a first-received/completed basis up to a total of \$15,000 in requests.

Eligibility: Because the funding came from patrons at Murdoch's stores through a roundup at the register, we are asking that counties apply only if they feel that people living in their county do a substantial amount of

business with Murdoch's. We are asking counties to honor the sponsor's intent and patrons' potential understanding of the language used at the register when asked to give, which may have been "do you want to roundup for 4-H" and a sign that also used the words "local 4-H."



The green marks on the map indicate current Murdoch's locations.

Application Process:

1. County 4-H Councils, through MSU Extension in their county/reservation, will contact the Montana 4-H Foundation via <https://forms.office.com/r/9q63AhaUZG>.
2. Once intent is received, counties will be sent a “gratitude pack” with 25 note cards and instructions for writing thank you notes/messages. Please see next page for instructions on thank you notes/messages.
3. A completed application will include 20 completed thank you notes or messages and a simple check request form.
 - a. Counties with a Murdoch’s store(s) will submit completed thank you notes or messages and a completed check request form that will be included in their “gratitude pack.” The Montana 4-H Foundation will customize the amount based on proceeds from store(s) in that county.
 - b. Remaining counties/reservations must return a request form for any amount up to \$1000 and 20 completed thank you notes/messages. At least ten of these must be written/created by currently enrolled 4-H youth. The remaining ten can be written/created by volunteers, alumni, parents, and leaders. The notes/messages should be high quality – blue or purple ribbon! Adults should check the work before the application with the thank you notes/messages is submitted.
4. Counties/reservations that complete the application process will then be issued a check within a month of receipt of completed application *until funds have been expended*.

Recognition:

Counties/reservations that receive the funds are asked to recognize Murdoch’s for the retail roundup and their patrons for their contribution in their local county/reservation advertising. Ideas include newsletter, social media, sponsorship lists, posters/slides at events.

We request that county/reservation MSU Extension programs send information/photos of how funds were used to 4hfdn@montana.edu help us recognize the good work of the 4-H program across the state and our partnership with Murdoch’s. The information provided may be used in social media. Be sure that photo releases are on file for those in the photos.

Deadline:

While funds last or until May 15 of current 4-H year.



Thank You Cards and Messages

Instructions to complete Montana 4-H Foundation application for funding provided by Murdoch's Retail Roundup

Goal: To provide a simple application that all Cloverbuds/4-H youth ages 5-18 can help complete. To teach skills in communication, specifically related to gratitude and appreciation. To have a collection of thank you cards and messages that can be shared with all donors to the Montana 4-H Foundation, increasing the donors' connection to the impact of 4-H on the youth involved in our programs. The donors may have given \$4 to \$4 million. (Currently our highest single donation has been a \$3 million dollar endowment held with MSU Alumni Foundation to endow an MSU Extension 4-H Specialist in College and Career Readiness.)

Options:

1. Written Messages
2. Video Messages
3. Audio Messages

Directions: A minimum of 20 unique thank you messages should be submitted. At least 10 of these should be from currently active 4-H youth. The remainder can be from volunteers, alumni, parents, and leaders. Your county could have a "gratitude party" to prepare thank you messages together. With three options, 4-H members of all ages and learning levels should be able to participate.

Extension faculty/staff should gather all 20 (we will gratefully accept more) messages and submit by mailing to Montana 4-H Foundation, PO Box 173580, 111 Taylor Hall, MSU, Bozeman MT 59717 or for audio/video emailing to 4hfdn@montana.edu along with completed check request.

Larger video files can be uploaded to [2023 Montana 4-H Foundation Donor Video Thank You Messages](#). Audios can be uploaded to [2023 Montana 4-H Foundation Donor Audio Thank You Messages](#).

Option 1

Written Messages:

- Use the provided Montana 4-H Foundation cards.
- The 4-H member should write the note themselves when possible. If the 4-H member does not write yet they can dictate and then sign their name or add a drawing/coloring. Donors will enjoy the age-appropriate efforts.
- 4-H members may want to add 1-5 photos of them at a 4-H event, working on a project, or highlighting a skill they are learning in 4-H. All people in the photos should have a photo release on file with MSU

Extension (often submitted by a checkbox in 4-H enrollment software). Please review the photos enclosed to make sure all aspects (backgrounds/clothing, etc.) represent 4-H well.

- As these messages will be sent to a variety of donors over the next few years, **please do not include a date or a salutation to a specific donor.** The Montana 4-H Foundation will use the generic thank you notes for our many donors throughout the year.
- Remember to start by thanking the donor. They are the hero in the story.
 - *Example:* Thank you for your support of Montana 4-H!
- Introduce yourself. A first name is enough. 4-H members should decide with their parents if they want to include a last name or other identifying information.
 - *Example:* My name is Jane, and this is my third year in 4-H.
- Tell about your 4-H experiences.
 - *Example:* I am ten and this year I took lots of projects. One of my projects was cooking. Last week, I learned that I need to remember to set the timer on the oven when I bake something. We found out that the smoke detectors work! I did a 4-H demonstration on making butter from cream. There were 50 people in the audience. I am glad I practiced so much. It was fun to see what my other 4-H friends taught.
 - *Example:* I am sixteen and this is my sixth year in 4-H. I have taken many projects and learned several skills over the years. Now that I am older, I am practicing leadership and teamwork skills. I was elected club president, which means I need to work with my club leader to plan our meetings and run them effectively. To me, one of the biggest parts of running a meeting well is to make sure I invite all 4-H members to participate. We have some Cloverbuds (ages 5-8) in our club and other members are ages 8-18. It is important to me that they all have a chance to share their ideas and opinions. I am also a 4-H camp counselor and that means I work with other teens from our county to plan a safe overnight camping experience for 60 campers. We work with a director to plan activities and teach classes on topics from science to art to agriculture. This year I'm excited that I will also attend a few statewide events, like Montana 4-H Congress, and make even more 4-H friends.
- Thank Donor for Support
 - *Example:* Thank you for the money you gave to Montana 4-H. I love being in 4-H! (Ten-year-old example)
 - *Example:* I truly appreciate the donation you made to the Montana 4-H Foundation. Gifts like yours help support 4-H members who participate in opportunities at club, county, state, national, and even international levels. I believe 4-H is making me a better person and makes such a difference in my community and in Montana. Again, thank you for supporting the 17,000+ 4-H members and 3000+ volunteers in the state. (16-year-old example)
- Closing
 - Thank you, signature
 - With gratitude, signature

Option 2

Video Messages:

- Video(s) by one or more 4-H members or volunteers can be submitted as a thank you message. Videos will ideally be 2-5 minutes in length.
- Remember we are looking for 20 unique messages, so each video will count toward one of the 20.
- Remember to start by thanking the donor. They are the hero in the story.
 - Thank you for your support of Montana 4-H!
- In the video, the 4-H member should introduce themselves. A first name is enough. 4-H members should decide with their parents if they want to include a last name or other identifying information.
 - Example: My name is Jane, and this is my third year in 4-H.
- The video can include footage from a project or club meeting or other event, but if so those events should be narrated through captions, etc. The goal of the video is to tell about the positive impact of your 4-H experiences and to thank the donor.
- Film horizontally (or edit to horizontal) so you fill the frame.
- Use a tripod or someone else to hold the recording device (phone/tablet, etc.) It will be more professional than if the 4-H member holds it.
- If device is about 3-4 feet away, it will probably produce adequate audio. Avoid noisy locations.
- Think about the lighting in the video. Natural, diffused light is best. Avoid being backlit or harsh shadows.
- Choose a flattering angle and background. Uncluttered backgrounds free from other advertising and distractions are best.
- Try to wear 4-H logos, colors, or have a printed 4-H Clover in background. Clean, pressed clothing with adequate coverage helps eliminate distractions. Choose backgrounds that are uncluttered and will represent you and the 4-H program positively.
- Use the video to convey what you are learning in 4-H, the positive impacts of your involvement, and to express gratitude to the donor for their support of 4-H through the Montana 4-H Foundation.
- You can prepare a script, use a teleprompter app on your device, or speak conversationally.
- Here is a resource with more information: <https://kindful.com/blog/nonprofit-thank-you-video/>
- Videos should be mp4 format and can be emailed to 4hfdn@montana.edu. If you have a larger file video you can upload to [2023 Montana 4-H Foundation Donor Video Thank You Messages](#)

Option 3

Audio Messages:

- Audio(s) by one or more 4-H members or volunteers can be submitted as a thank you message. Audios will ideally be 2-5 minutes in length.
- Remember we are looking for 20 unique messages, so each audio file will count toward one of the 20.
- Remember to start by thanking the donor. They are the hero in the story.
 - Thank you for your support of Montana 4-H!
- In the audio, the 4-H member should introduce themselves. A first name is enough. 4-H members should decide with their parents if they want to include a last name or other identifying information.
 - Example: My name is Jane, and this is my third year in 4-H.
- The goal of the audio is to tell about the positive impact of your 4-H experiences and to thank the donor.
- Do a test with your audio equipment to make sure you are recording adequate audio quality. Avoid noisy locations.
- Use the audio to convey what you are learning in 4-H, the positive impacts of your involvement, and to express gratitude to the donor for their support of 4-H through the Montana 4-H Foundation.
- Audios should be a standard audio format and can be emailed to 4hfdn@montana.edu or uploaded to [2023 Montana 4-H Foundation Donor Audio Thank You Messages](#)

Thank You!

Thank you for helping us keep 4-H green and growing in Montana! We appreciate your application and encourage you to let your local Murdoch's store know what their funding supported in your county!

MONTANA 4-H TALKING POINTS

4-H is the youth development program of Montana State University Extension.

4-H is the nation's largest youth development program, reaching nearly 7 million youth, ages 5-19, across the country each year.

4-H is delivered in all 56 counties and 7 reservations across Montana.

4-H is Montana's largest out of school program reaching more than 17,000 youth annually.

4-H relies on more than 3,000 certified and trained volunteers to work with youth as partners in learning. These volunteers donate thousands of hours to Montana 4-H and their communities each year.

Montana 4-H has research-based curriculum for 200 different projects for youth and a "design your own" project called self-determine. The choices for learning through 4-H are limitless. The "learn by doing" approach of these projects encourages youth to experiment, grow from failure, express their ideas, and become leaders.

In 2022 the Top 5 Projects Statewide were:

- Swine
- Beef
- Shooting Sports
- Horse
- Sheep

4-H uses a variety of different delivery methods, including organized 4-H clubs, afterschool programs and camps.

4-H teaches leadership, life skills and citizenship.

4-H is the only national youth program connected with higher education institutions through the land-grant university. 4-H is a part of the Cooperative Extension System, a partnership of the U.S. Department of Agriculture, state land-grant universities, and local county governments.

4-H makes a positive impact

The 4-H "learn by doing" approach has proven results. The 4-H Study of Positive Youth Development, conducted by Tufts University, shows 4-H youth are:

- Nearly 2X more likely to get better grades in school
- Nearly 5X more likely to graduate from college
- Are 2X more likely to make healthy choices and 41% LESS likely to engage in risky behavior
- 4X more likely to positively contribute to their families and communities
- Perform better in science, engineering, technology and applied math subjects
- Are more interested in pursuing science careers

Today as it did more than 100 years ago, 4-H emphasizes the values that have been part of the program since its inception. 4-H projects support the personal growth and development of members through hands-on learning where they practice life skills like communicating effectively, getting along with others, responsibility, decision-making, record-keeping, and financial management.

How does 4-H differ from other youth organizations? Although many groups offer educational and leadership opportunities, 4-H's connection with the university system ensures that all curricula and teaching methods are the most up-to-date and based on the latest research.

4-H is also different from many other of today's youth programs because it focuses on agriculture, science, engineering and technology, healthy living, and citizenship through projects like raising animals, clothing and textiles, foods and nutrition, photography, and international exchange programs.

Youth ages 5-8 may join the Cloverbud program and youth ages 8-18 may join 4-H. Youth are encouraged to join, no matter where they live or what their interests might be. 4-H continues to appeal to youth in today's world because the programs offered are what kids need to thrive in adulthood.

4-H alumni tell us that 4-H has a lasting impact on their lives providing them with many of the skills needed to be successful. Skills like public speaking, service to others, and how to work as a member of a team.

When you enroll in 4-H as a member or leader, you become a part of MSU and the national land-grant university system. You can even continue your 4-H career and be a collegiate 4-H member at MSU Bozeman.

When donors support 4-H, they are supporting youth and their communities. They are investing in and developing capabilities for the future.

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- Visit about anything unique to your local program.
 - What projects are you involved in and why?
 - What have you learned from your experiences? What are the goals you have for your project? Have you achieved them, if not, what happened, what did you learn?
 - Are you involved in community service in your clubs and county? How is it making your community better? What have you learned from their experiences?
 - How has 4-H shaped your goals?
 - Positively describe what 4-H has done for you.