



Around the State in 4-H

July 2007

Office of 4-H Youth Development

GROW

Resilient Children and Youth

If this is summer...

By Christy Bartley

If this is summer, you must be at....

- camp
- 4-H round up
- the local fair
- horse shows
- local or regional fashion revues
- 4-H State Achievement Days
- teen council events
- and more!

Yes, in 4-H, summer is the season of doing. Remember to keep the focus on learning so that the doing has a purpose. Stay cool and enjoy time with family and friends away from 4-H.



Getting Your Youth Development Enrollment Program (YDEP) Ready to Complete the Youth Development Annual Report (YDAR)

by Lydia Everhart

It's mid July and it is time to start thinking about preparing yourself and your county's enrollment program to be ready to complete the annual report. Here are some tips to help you get ready for that September deadline:

- ◆ Sign up for YDEP /YDAR computer training offered by ICT
- ◆ Update your publications in YDEP
- ◆ Be sure to have all your group enrollments, special interest and other special programs you presented in the spring, or that you are doing this summer entered into the program...don't wait until September
- ◆ Talk with your co-workers in your office, start gathering the youth program information that you have done this past spring and summer.

New Gifting Opportunity for 2007

by Eric McGinnis

If you have volunteers and supporters who are 70-1/2 or older, we have good news. The Pension Protection Act of 2006 provides them with a generous new tax-saving opportunity.

The Pension Protection Act of 2006 allows donors to make tax-free withdrawals from their Individual Retirement Accounts (IRAs) directly to charities. **The law only applies to IRAs, not to other types of retirement plans, and it is in effect only until December 31, 2007.** It allows donors to distribute up to \$100,000 annually to qualified charities, such as your county program.

The provision applies only to outright gifts, not to funding charitable gift annuities or charitable remainder trusts. The donor cannot receive a returned benefit for this gift. These charitable distributions are tax neutral. This means that **these distribution amounts are not included in the donor's gross income and do not factor into any charitable deductions that otherwise would apply to them.** However, the distribution will be counted as part of the minimum amount the donor is required to withdraw from their IRA each year. (continued...)

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PENNSTATE



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Program of
the College of
Agricultural
Sciences

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New Gifting Opportunity for 2007 (*continued...*)

Example of How the New Law Works

Betty, age 80, had planned to give your program \$75,000 this year and has \$450,000 in her IRA. If Betty chooses to transfer \$75,000 directly from her IRA to your program through Penn State she will complete her gift without any tax complications. Indeed, she can give up to \$100,000 in this manner this year without limiting any of the gifts she may have planned to make to other charities.

As with all gifts, using their IRA may or may not be the best way for them to make a gift to your program. You should advise them to consult with their advisor before proceeding, and encourage them to contact Eric McGinnis in the development office so we may help them design the best possible arrangement for the donor.

Remember, donors may contribute this way if:

- They are age 70-1/2 or older
 - The gift is up to \$100,000 per donor
 - They make your gifts before 2008
 - They transfer funds directly from their IRA
- They transfer their gift outright to one or more public charities, but not to a supporting organization or donor advised fund**

If you have questions or know of a donor who would like to take advantage of this new IRA legislation please **contact Eric McGinnis immediately at (814) 863-2754 or emcginnis@psu.edu**. For transfers to qualify for exclusion, we must receive distributions by **December 31, 2007**.

4-H Forever

by Christy Bartley

4-H Forever window clings and bumper stickers are available once again. We request that window clings be used to give to businesses supporting 4-H, to local legislators to hang in their offices windows, and other directed purposes where the public can see them. We also ask that bumper stickers be distributed to those who will truly use them and not as hand outs to everyone at fairs, horse shows, or other opportunities. We don't want these marketing tools filling up landfills. For marketing, we encourage you to continue to use the Head, Heart, Hand, Health

brochures that were developed several years ago. Appropriate uses of these resources will allow for best use of our marketing dollars. To obtain the brochure, contact the Publications Distribution Center. For clings or bumper stickers, contact Christy Bartley at cek4@psu.edu.

Tidbits of Information

- ◆ **Fred Strouse Endowment, ~ National Congress Scholarship deadline August 15, 2007**

Do you have teens planning on attending the 2007 4-H National Congress? If so, here is a great opportunity to help them and your county cut down on the expenses for their trip to Atlanta, GA. For application and information please go to the following web-site: <http://pa4h.cas.psu.edu/82.htm> and click on the scholarship application.

- ◆ **Updating your Publications for the YDEP Program**

This is a reminder to please update your 4-H YDEP project code section so that the proper projects are counted in your reports. The steps to complete this updating are as follows:

1. Go to this webpage: http://ict.cas.psu.edu/Support/db_YDEP.htm
2. Scroll down to the March, 19 2007 Update section.
3. Download and print 2007 YDEP Update Project March.pdf.
4. Follow its steps to pick either Option # 1 or Option # 2 to add the updated State projects to your Projects file



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Ordering 4-H Publications

by Lydia Everhart

Are you looking at working with a large school group or doing a large activity? Do you need to order over 300 books from the Publications Distribution Center (PDC)? STOP! If you are looking at working with large groups and are in need of large quantities of a 4-H publication follow these steps listed below:

- ◆ Ask yourself is there a grant to cover the cost of these publications?
- ◆ Plan ahead, look for outside funding resources.
- ◆ Call Lydia before ordering quantities over 300 from the PDC. Ordering large quantities like this can deplete the supply of a project and cause problems for other counties who need these books for their traditional programs.

The 4-H program orders publications based on their yearly usage, and when counties work on special programs that require more than our annual usage we run into many complications. Remember that when working with outside organizations such as schools, day cares, etc., build in the cost of publications with a grant of some kind and be sure to be using the cost recovery formulas for school enrichment as well.

DeLancey Award

by Christy Bartley

In late June, one copy of the entry guidelines for the Pennsylvania State Association of Township Supervisors was placed in your county mail boxes. If you haven't seen your copy yet, you may want to look for it. The awards are given to youth groups who have major impact on townships of the second class which are townships governed by a board of supervisors. If you need more applications, let me know. I have many copies in my office. Encourage your 4-H clubs to apply since there are monetary awards that can support their community service efforts in the future.



4-H National Congress, November 23-27, 2007

by Lydia Everhart

Mark your calendars. Talk with your teens. 4-H National Congress is on its way. Each county in PA can send two youth to this great event in November 2007. All the planning information that you need is now available on the National Congress site at: <http://pa4h.cas.psu.edu/82.htm>. Please take note of all the deadlines for this event. The first deadline is to have a Regional Coordinator identified by July 15, 2007. The next is to commit to having youth attend by July 25, 2007.

THINGS TO DO



- ◆ Identify Youth to go to National Congress
- ◆ Encourage clubs to apply for DeLancey Award
- ◆ Recruit volunteers to go to the 2007 Volunteer Forum in Maine, October 11-14. Scholarships for registration fees available through Christy at cek4@psu.edu





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4-H Youth Development

From Bake Sales to Big Bucks: *The first steps in major gifts and volunteer engagement*

This is second in a multi-part series describing fundraising methodology and best practices for increasing fundraising success for 4-H at the local level.

by Eric McGinnis

The world we live in pulls the 4-H educator in several directions. Those who are most successful have found a way to invest their precious time in areas of their program that guarantee the most impact. As we head down the fundraising path I know that the programs in each county are sustained by the “bake sale” style of fundraising. This approach provides both a social function for your volunteers and an educational purpose for your members while meeting the program’s financial needs. It has value in your program beyond the funds generated and should not and cannot be ignored. Similar to how we save for annual vacations while also plan for retirement however, it is important to balance the time spent on these small fundraisers – proceeds less than \$25,000 each – with the long-term program investment through generating major gifts.

For our purposes, a major gift is a gift from an individual or organization that is greater than \$25,000. A gift can be pledged over five years, made as a bequest, or through a number of other gifting vehicles that include land gifts, annuities, stocks, and others. Major gifts can be endowed or designed to be spent each year. They can also be designated for a specific purpose such as scholarships and camp fees, or can be spent at the discretion of the 4-H educator or extension director.

Most major gifts are given because of a donor’s emotional connection to an organization in conjunction with a personal relationship with a representative of the group – volunteer or staff. Having heard many stories about how 4-H changed donors’ lives, the emotional connection is relatively easy to determine. The challenge is in identifying those persons in the community who may have an attachment to 4-H and who may also have the ability to make a major gift but who have not identified themselves to Penn State by giving a gift. Our goal is to identify those individuals and then build a personal relationship among the prospective donor, staff, and volunteers.

Building the foundation for a major gift program in your county requires a two-pronged approach: establishing an annual fund solicitation

and using your volunteers’ expertise to identify individuals and organizations to pursue for support. An annual fund will allow donors to self-identify as individuals who are interested in your 4-H program in your county. The community connections of your volunteers will aid in identifying those in your county who have a 4-H connection and may have the capacity to make a major gift. Through these two approaches, self-identification and volunteer identification, we can then develop strategies for each prospective donor to move them toward making a large impact on your program.

Annual Fund Solicitations

With the help of your volunteers and staff, each county should strive to create a list of at least 500 to 1000 names of individuals who have some connection to Cooperative Extension in your county. Some of the more populous counties should consider larger lists. This list can be used in March each year to send out a letter asking for support of county 4-H programs.

To standardize the lists from county to county, a template was created containing columns for name, salutation (Mr. & Mrs. Smith) street address, town, city, state, zip+4, and the areas of prior support (4-H, master gardeners, horse, etc). This will also enable us to coordinate county specific mailings through the University in the future.

Several counties already send an annual fund solicitation. The solicitations become extremely valuable in tracking the donors’ giving frequency and amount, which also aids us in connecting their financial interests with a specific area of your program. Having University process annual fund gifts to enable annual gift tracking and identification of potential major gift donors has benefits.

The University sends out tax receipts and your donors will be recognized in and receive a copy of the 4-H Annual Report. Additionally, counties that process their donations through the University will also receive a list of all contributors to the county.

Volunteers and Major Gifts

Volunteers are the lifeblood of 4-H and effective use of their valuable time is paramount to keeping them engaged with your program. (*continued...*)



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From Bake Sales to Big Bucks: *The first steps in major gifts and volunteer engagement* *(continued...)*

As our efforts increase to encourage philanthropy to 4-H, it is important that we bring our volunteers along for the ride. Taking advantage of your volunteers' collective knowledge of the community will greatly assist you in identifying those individuals who are interested in and capable of making a major gift to your program. The first step in this process is deciding whether a discussion about potential major gift donors is welcome by all of your volunteers. Some counties will be able to engage the entire 4-H or Extension Board in an identification exercise; others will garner more value from engaging a smaller group of connected and interested volunteers. Volunteers and volunteer boards have personalities and only you will know which approach is most productive for your county.

Once you have decided which volunteers to ask to help you identify major gift prospects, it is important to be clear about what you are asking them to do. At this time you are asking for their expertise of the community and its members. You may mention that once potential donors are identified the development office will develop strategies to help with engaging the donors.

Volunteers and staff can meet to discuss the top individuals and organizations that have the interest and ability to make a major gift to 4-H in your county. Each county should strive to identify twenty to thirty potential major gift donors. This may seem like a lot, but by including bequests and land gifts, I'm sure a number of names come to mind immediately. Additionally, University Development can provide a list of individuals in your county who may have the ability to make a major gift or who have supported 4-H through Penn State in the past. This list can be used by your volunteers to identify people they know or who are connected with your organization who should be considered as potential major gift donors.

University Support

Taking the leap into a major gift program is an exciting experience for volunteers and staff. Although a major gift program may be a new concept to your advisory council, your Extension office, or even your county, you have the support of Penn State which has one of the top major gift programs in the country.

As you move forward with your plans to sustain your program for the long-term, please rely on the development office for support. Extension and 4-H Development can provide templates for your annual fund lists, process support for your annual gifts, and supply names of potential major gift donors in your county. In addition, our office can work with county staff and volunteers to assist your efforts in raising major gifts for your county.

The Extension and 4-H Development Staff is comprised of Eric McGinnis, Major Gifts Officer, Susan Cunningham, Development Assistant, and Chrissy Laird, Administrative Assistant. For support, consultation, or to suggest topics for upcoming articles you can call 814-863-8790 or email emcginnis@psu.edu.

MARK YOUR CALENDARS:



The 2006/2007 4-H Calendar can be found at:
<http://pa4h.cas.psu.edu/>

JULY

- ◆ July 24-26
4-H State Achievement Days

AUGUST

- ◆ August 14-16
Ag Progress Days
- ◆ Future Dates to Remember and Mark Down
National 4-H Week October 7-13, 2007
State Days 2008 August 5-7
State Days 2009 July 28-30
State 4-H Leaders Forum February 1-2, 2008
4-H Leadership Conference Feb. 15-17, 2008



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EDITOR'S PAGE

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Christy Bartley
State 4-H Program Leader

In Consultation with
4-H Youth Development Faculty & Staff

This publication is available in alternative media on request.

Penn State encourages persons with disabilities to participate in its programs and activities. If you anticipate needing any type of accommodation or have questions about the physical access provided, please contact Christy Bartley 814-863-3828 in advance of your participation or visit.

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