



FLORIDA 4-H FOUNDATION

2019-2022 STRATEGIC PLAN



CREATE
AWARENESS



BUILD
RELATIONSHIPS



GENERATE
SUPPORT

Our **MISSION** is to passionately support Florida 4-H through advocacy, collaboration and funding. With a **VISION** to be the recognized champion of Florida 4-H in the spirit of the **4-H MOTTO** “To Make The Best Better.”

The **UF/IFAS Extension 4-H Youth Development Program** uses a learn-by-doing approach to help youth gain the knowledge and skills they need to be responsible, productive citizens. This is accomplished through safe and inclusive learning environments, a network of caring adults, and utilizing the science-based knowledge of the University of Florida and nationwide land-grant university system.

The **Florida 4-H Foundation** administers financial resources to fuel the Florida 4-H mission, and supports the program’s goal to grow our reach from 200,000 to 300,000 youth annually. In order to provide critical resources, the Foundation collaborates with multiple partners including **county associations and foundations**, the **University of Florida Foundation**, **National 4-H Council**, and **4-H professionals, volunteers and supporters**. Generous financial partners include individuals, families, organizations and businesses at local, state and national levels.

UF | **IFAS Extension**
UNIVERSITY of FLORIDA





1. BOARD ROLES

Clarify roles and expectations of board members so all members will be fully engaged in achieving the goals of the Foundation.

TEAM: Barber · Steen · Dailey · Gutter · Hartman · Hilton

KEY ACTION ITEMS

- **Renew Member expectations and communicate regularly APR 2020, ONGOING**
- **Bylaws review and update as needed APR 2020**
- Recruitment and onboarding plan AUG 2020
- **Member educational resources ONGOING**
- Increased member engagement ONGOING

FEEDBACK

Full report annually at Q3 Meeting

2. FUNDRAISING

Develop and implement comprehensive fundraising plan to secure funds to enhance 4-H program and achieve Foundation mission.

TEAM: Bundy · Clark · Davies · Ellis · Gutter · Henry · Hilton · Place · Steen

KEY ACTION ITEMS

- High-level fundraising goals with list of funding needs at state and local levels AUG 2020
- **Connect with national/international campaigns**
- Increase member engagement with annual fundraiser FALL 2020
- Develop donor prospects (inc. corporate) and participate in cultivation ONGOING

FEEDBACK

Full report annually at Q4 Meeting

3. MARKETING

Create marketing materials that present compelling story for 4-H to motivate support and understanding of Foundation's role.

TEAM: Dailey · Ellis · Ellison · Turner · Henry · Hilton

KEY ACTION ITEMS

- **Clarify goals, develop and implement communication plan for Foundation JUL 2020**
- Build internal and external trust to include better communication with 4-H professionals ONGOING
- **Create materials to communicate 4-H and Foundation story and share locally ONGOING**
- Upgrade 4-H Foundation website AUG 2020
- **Regular (monthly) communication with members**

FEEDBACK

Full report annually at Q2 Meeting

4. LEGISLATIVE

Develop and implement 4-H legislative advocacy plan to secure recurring/one-time state legislative funds for Florida 4-H.

TEAM: Basford · Barber · Bundy · Clark · Ellison · Hollis · Place · Williams · IFAS GOV · Hilton

KEY ACTION ITEMS

- Support creation and engagement of 4-H caucus
- State and county advocacy
- Connection with FL Assoc. of Counties (EXT)
- Collaborate with 4-H/IFAS GovAff to refine LBRs to comm. need, connect to leg. priorities
- Proactive advocacy plan: engage leg., coordinate with UF-IFAS efforts, prepare youth/adults

FEEDBACK

Full report annually at Q1 Meeting