# Communications Toolkit for 4-H Partners

Updated October 2019

# Visit the Official Campaign Website

Get involved with this exciting campaign at [showyour4hcolours.ca](https://showyour4hcolours.ca).

# About Show Your 4-H Colours

Show Your 4-H Colours is 4-H Canada’s annual campaign to celebrate the 4-H movement across Canada.

Every November, 4-H members, leaders, alumni and supporters alike come together to wear green, celebrate, and give back to both the environment and to 4-H, while spreading awareness of the positive impact the 4-H program is making in Canada and abroad. This campaign highlights the incredible things 4-H youth are doing in their communities and how the 4-H program is creating responsible, caring and contributing young leaders.

# How to Celebrate Show Your 4-H Colours

## Wear green on Show Your 4-H Colours Day

On **November 6**, join thousands of youth, volunteers, alumni and supporters from coast to coast for [Show Your 4-H Colours Day](https://showyour4hcolours.ca/day/) as they wear their favourite green and celebrate 4-H!

Encourage your coworkers and your network to join you in wearing green on November 6 and share photos in your green on social media using #ShowYour4HColours.

Download the [poster](https://showyour4hcolours.ca/wp-content/uploads/2019/09/Show-Your-4-H-Colours-Day_Fillable_8.5x11_EN.pdf) to hang up in your workplace to encourage your workplace to wear green and meet up for a group photo on November 6.

## Share your 4-H colours on social media

Use **#ShowYour4HColours** on all social media platforms to share how you’re showing your 4-H colours and what 4-H means to you.

## Buy green 4-H merchandise

Get your green on and shop all the green merchandise the [4-H Canada Store](https://shop.4-h-canada.ca/collections/green-collection) has to offer.

## Spread the word

Tell everyone you know about the great things 4-H'ers are doing in your community with our handy downloads, templates and tools available on [our website](https://showyour4hcolours.ca/celebrate/). Check out the pre-written messaging at the end of this document to help you spread the 4-H message.

## Share your 4-H story

[Tell the world your 4-H story](https://showyour4hcolours.ca/stories/), how 4-H has impacted you, how you’re currently involved or supporting 4-H, and/or how you are showing your 4-H colours this November!

## Visit a landmark lit up in green

Canadian landmarks are showing their 4-H colours by lighting up in green on the evening of November 6. [See the list of landmarks](https://showyour4hcolours.ca/landmarks/) on our website starting November 1.

## Give back to the environment and 4-H

The Give Back Drive challenges the 4-H community to “give back” both by helping the environment and by supporting 4-H. Support local clubs who are organizing electronics recycling drives and collecting donations to support 4-H. Show your support at [showyour4hcolours.ca/giveback](https://showyour4hcolours.ca/giveback).

# Social Media Accounts

|  |  |  |  |
| --- | --- | --- | --- |
| Facebook | Twitter | Instagram | LinkedIn |
| [/4HCanada](https://facebook.com/4HCanada) | [@4HCanada](https://twitter.com/4HCanada) | [@4hcanada](https://instagram.com/4hcanada) | [4-H Canada](https://www.linkedin.com/company/4hcanada/) |

# Hashtag

**#ShowYour4HColours**

# Social Media Messages

Here are social media messages you can share to show your 4-H colours with 4-H! Feel free to adjust these messages and use them wherever you’d like, and pair them with these [graphics](https://showyour4hcolours.ca/celebrate/).

## Messages for October and November

1. #ShowYour4HColours Day is November 6! Wear green, celebrate 4-H and give back with us! [showyour4hcolours.ca](https://showyour4hcolours.ca)
2. How are you celebrating #ShowYour4HColours Month this November? Get involved today at [showyour4hcolours.ca](https://showyour4hcolours.ca)
3. Get ready to #ShowYour4HColours with us and @4HCanada on November 6! Learn how you can get involved and celebrate 4-H at [showyour4hcolours.ca](https://showyour4hcolours.ca)
4. 4-H youth are doing great things in their communities across Canada! We are proud to support the 4-H program in helping to create responsible, caring and contributing young leaders. #ShowYour4HColours
5. We’re joining @4HCanada and 4-H’ers across the country this November to celebrate #ShowYour4HColours! Join us as we wear green to bring awareness to the good 4-H is doing for youth in Canada.
6. 4-H’ers across Canada are celebrating #ShowYour4HColours by hosting electronics recycling drives and collecting donations to support 4-H. Learn how you can show your support at [showyour4hcolours.ca](https://showyour4hcolours.ca/giveback)/giveback

## Messages for November 6 – Show Your 4-H Colours Day

1. We’re joining @4HCanada and 4-H’ers across the country today to celebrate #ShowYour4HColours Day! Join us as we wear green to bring awareness to the good 4-H is doing for youth in Canada.
2. Today is #ShowYour4HColours Day! Join us in celebrating the positive impact 4-H is making on youth and communities across Canada. #4His4me
3. How are you celebrating 4-H today? Share your photos and your stories using #ShowYour4HColours or at [showyour4hcolours.ca](https://showyour4hcolours.ca)
4. We have so many reasons to #ShowYour4HColours today, what's yours? [showyour4hcolours.ca](https://showyour4hcolours.ca)
5. Wear green, celebrate 4-H and give back today for #ShowYour4HColours Day!

Craft your own messages! Share what 4-H means to you and why you support 4-H youth in Canada using #ShowYour4HColours and tagging @4HCanada

# Promotional Blurbs

## Show your 4-H colours with us on Wednesday, November 6!

Celebrate the positive impact 4-H’ers are making in their communities this November 6 on Show Your 4-H Colours Day! Every November, 4-H members, leaders, alumni and supporters alike come together to wear green, celebrate, and give back to both the environment and to 4-H, while spreading awareness of the positive impact the 4-H program is making in Canada and abroad.

Join us in showing our 4-H colours and get involved today at [showyour4hcolours.ca](https://showyour4hcolours.ca).

## Wear green with us on November 6 in support of 4-H

Join thousands of youth, volunteers, alumni and supporters from coast to coast for Show Your 4-H Colours Day as they wear their favourite green and celebrate 4-H on November 6.

Learn more and get involved at [showyour4hcolours.ca](https://showyour4hcolours.ca).

***For questions and more information, please contact*** [***communications@4-h-canada.ca***](mailto:communications@4-h-canada.ca)***.***