

2022 Tractor Supply Paper Clover Campaign

Spring: April 27th – May 8th, 2022

Fall: October 5th – October 16th, 2022



Since 2010, Tractor Supply Company (TSC) has partnered with 4-H to raise more than \$17 million dollars through the Paper Clover campaign. The success of these campaigns has impacted over 81,500 youth with opportunities to attend 4-H camp or leadership events.

The Paper Clover campaign collects customer donations at the register to benefit local 4-H programs. Beginning in the Fall of 2021, customers also had the option to donate directly through the credit/debit card machine in addition to being asked by cashiers.

How do I get involved?

TSC stores love to partner with local 4-H programs! Because each store has a different footprint and availability you should get in touch with your local store manager to determine the best activities for your location.

There is always an increase in the amount of funds raised when 4-H'ers participate in-store. There are also lots of other ways you can work with your local TSC outside of the Paper Clover campaigns and developing a relationship with your local store manager is the best first step.

Where do I find promotional resources?

<https://4-h.org/professionals/marketing-resources/paper-clover-toolkit/>

To access the resources you need to complete a free

How should the funds be used?

90% of the funds raised through the 4-H Paper Clover campaign go back to the state they are raised in. The funds must be used to support scholarships to 4-H camp and leadership events. States have the freedom to distribute the funds in a way that works for them using these guidelines. Contact your state 4-H office for more information about how the funds are used in your state.

Credit Card Match and Online Donations

For 2022 when customers use their TSC credit card the amount they donate is matched by Citibank.

Customers can donate online when they make a purchase. The donated funds are then credited to the state the order ships to.

Do I need to report what we used the funds on?

YES! Following each campaign, states receive a link to a very short, simple form for them to share their plans for the funds. We ask that this be filled out 8-10 weeks following each campaign.

We know that oftentimes funds raised may not be used until the next summer so sharing a projection is fine. At the minimum we need the number of youth in your state that will benefit from these funds.

We also love pictures and stories about how the funds are used. Please send to shutches@4-h.org.

What data is provided to support the campaign?

At the end of the campaign National 4-H Council provides each state with a spreadsheet that lists the amount of funds each store raised.

Unfortunately we are not able to tie credit card match or online funds back to a store, only to the state.

A preliminary spreadsheet is usually available within 1-3 days of the end of a campaign. 2-3 weeks later a final spreadsheet is provided.

