

# JOANN



## 2019 Point of Sale (POS) Campaign – Clovers for Kids

From **March 1 – April 30, 2019** JOANN stores nationwide will ask their customers to donate towards the 4-H program. Both \$1 and \$4 donations are available. Purchase of \$4 donation comes with a \$4 off a future purchase coupon.

Each register should have a small board with two “Clovers for Kids” tearaways positioned at each register. Although store associates are encouraged to ask customers to donate sometimes this isn’t possible and the display boards are available to make the ask. In addition, JOANN does not display the purchased tearaways. Tearaways have 4-H information on them and the \$4 version has a coupon redeemable for a later purchase that customers should take with them.

### Where does the money go? How is it used?

All the funds go back to the 4-H program. 70% goes to the state it was raised in. This money is unrestricted, so it can be used on anything. But, we suggest the funds be used on things that support JOANN typed projects or activities. Because oftentimes JOANN stores serve multiple counties there are no requirements that the funds go back to the city/county that they were raised in.

### Is there an instore component?

This year, the JOANN partnership does not have an instore component. In many cases JOANN stores are not set up to have a group of kids in store and the length of time this campaign runs is not conducive to having a display in-store the entire time. We do encourage programs that have a JOANN store to reach out, introduce themselves, and look for points of synergy in the future at the local level. There are many JOANN’s store managers that love working with local 4-H programs on projects but in store participation is not required for the Clovers for Kids POS campaign.

### What are the expectations for the local 4-H program around this Clovers for Kids campaign?

There are no specific expectations for the local 4-H program. We do appreciate promoting the campaign through social media **#JOANNhearts4H** and county/state newsletters. At the state level please ensure it’s communicated with the counties what the funds raised will go towards (ie scholarships to the consumerism national contest, mini grants, whatever your state decides). At the county level please communicate this information with your 4-H leaders. If your leaders have questions about the partnership we at Council are happy to speak with them about it. Please do not inquire with store managers about partnership details (i.e. when we will receive payment, why aren’t the takeaways hung up, etc.) or ask these questions via social media. Although not required if states want to do a thank you to their local JOANN stores following the campaign it’s appreciated. Oftentimes local thank you are a little more personal and special. We’ve seen some tremendously thoughtful and creative thank you videos, cards, and treats created through this partnership.

### Why is this campaign longer than other POS campaigns we’ve done?

Each POS campaign is developed in partnership with National 4-H Council and the corporate partner. These businesses know a tremendous amount about their average customer and their shopping/spending habits. In the case of JOANN customers, most visit a store on average once a month. Allowing the campaign to run for two months allows the average customer more than one chance to donate.

### **4-H Fabric**

4-H fabric is on sale in 500 JOANNS stores nationwide. If your local store does not carry the fabric it is available via the JOANNS website or shop4-H.org. A very small portion of the proceeds from the purchase of the fabric benefits the 4-H program. A list of stores receiving the fabric has been shared at the state level. If sales of the fabric go well, there is potential to expand it in the future. Look for national promotion of the fabric to coincide with the launch of the Clovers for Kids' campaign in March 2019.

### **Rewards Card**

JOANN offers a special 15% off rewards coupon to 4-H staff, leaders, members, and families. Full details about the program can be found at <https://www.joann.com/4-h/> The rewards card is done through an app on your smart phone and does not require participants to reregister each year. A small portion (2.5-5%) of qualified purchases go back to the 4-H program from this.

### **Other ways JOANNS supports 4-H Nationally**

JOANN is a proud sponsor of the NAE4-HA Conference and supports the National 4-H Conference in Atlanta as well.

**Questions about the partnership or looking for promotional tools.** Visit <https://4-h.org/get-involved/supporters/joann-fabric-craft-stores/> or email [shutches@fourhcouncil.edu](mailto:shutches@fourhcouncil.edu)