PARENT PSA #1—30 seconds
Let’s face it. They’re our children, and we want the best for them, but with so many choices out there, it was hard to know which group to pick for my child. I picked an organization PROVEN to prepare my child for a great future. I PICKED 4-H. 4-H members do hands on activities which lead to discovery and knowledge. They learn life skills such as communicating, decision making and goal setting. Those are all things I want for my child, and I’m sure you do too. Call the Extension office at XXX-XXXX.

PARENT PSA #2—30 seconds
Something had to change. We were so busy running from event to event, we never had time to spend together as a family. So we looked at what organizations really mattered to us. WE PICKED 4-H. In 4-H, we work together as a family as we learn new things and explore new places. In 4-H, kids are safe to experiment, innovate and think independently. Now that’s something to get excited about. Learn more by calling the Extension office at XXX-XXXX.

PARENT PSA #3—30 seconds
One thing is certain ... In 4-H, your family will enjoy one adventure after another. Through 4-H, my children have met other kids from around the state and learned to embrace new cultures and ideas. They’ve learned to speak in public, solve problems and make decisions as a team. And, they’ve gained skills which will help them be successful in the career they choose. 4-H helps me be a better parent. Call XXX-XXXX and inspire your kids to be their best self.
PARENT PSA #4—30 seconds
Once I made the decision to enroll my children in 4-H, things changed in our house. In 4-H, we do things together as a family. My kids are learning to speak confidently, and that confidence is showing up in their schoolwork, too. They are starting to care about the environment and doing their part to make the world a better place. There’s never a fight about having to go to 4-H. They LIKE meeting new kids their age and learning new things. Find your inspiration by calling XXX-XXXX.

PARENT PSA #5—30 seconds
The last thing I needed was to add one more thing to our family schedule. Then I learned about 4-H. In 4-H, my children are learning so much that makes their lives better. 4-H isn’t just for kids on the farm; 4-H is everywhere, in every community. 4-H members program robots, cook meals, create artwork, write computer code, and build things. They learn about the world and learn to be good decision makers. Why don’t you learn more about 4-H by calling XXX-XXXX.

PARENT PSA #6—30 seconds
I wasn’t sure where to turn to get my children involved in good, safe activities in town. Then someone suggested 4-H. She said 4-H wasn’t just for farm kids, and she was right. We joined a local club and the 4-H club leader made my kids feel welcomed. In no time, they had new friends, new activities and new accomplishments. 4-H is in every county and community in Illinois. Wouldn’t 4-H make a difference for your family, too? Call XXX-XXXX

PARENT PSA #7—30 seconds
Raising great kids is a challenging task, but it’s easier when you have a team of people behind you. 4-H clubs are groups of families that do just that. By working together, families share knowledge and interests to help kids learn practical skills. 4-H is part of University of Illinois Extension, and that means you can trust that the information your child receives is backed by years of research. Trust 4-H for your child. Call XXX-XXXX and let the Adventures begin.
**PARENT PSA #8—30 seconds**
What can 4-H do for your child? It can change their future. 4-H makes learning come alive, enriching traditional education with project work and hands on activities. 4-H helps youth excel in science, make healthy choices and be leaders in their communities. 4-H encourages youth to give back to their communities and become responsible. Those are all things I want for my children and the reason they are 4-H members today.

**LEADER PSA #1—30 seconds**
Illinois 4-H youth programs are developing the next generation of inventors, entrepreneurs and problem solvers. 4-H activities inspire youth. 4-H gives young people opportunities to master skills and enrich their knowledge. And, 4-H teaches them to work with others. I am proud to mentor youth as a 4-H leader. Illinois 4-H is part of University of Illinois Extension. Together, we’re building a better world. Call XXX-XXXX to begin your adventure as a 4-H leader.

**LEADER PSA #2—30 seconds**
**Why 4-H?** People ask me why I volunteer with 4-H. 4-H changes lives. 4-H helps youth become confident, mature adults ready to succeed in today’s challenging world. I’ve seen it happen. Studies show that youth participating in 4-H are more interested in science, are more motivated to help others, feel safe to try new things, and develop lasting friendships. Consider 4-H for your child.

**LEADER PSA #3—30 seconds**
In 4-H, young people learn by doing. They experiment, innovate and think independently as they learn the skills needed to solve today’s problems. Youth learn leadership, citizenship and life skills as they choose from more than one hundred 4-H projects ... from rocketry and robots to nutrition and nature, 4-H has something for everyone. Find your family’s inspiration in 4-H. Call XXX-XXXX.