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May 13, 2004

MEMORANDUM

TO: All Texas Cooperative Extension Employees
All Cooperative Extension Program Employees

SUBJECT: **USDA REVISION AND UPDATING ON USE OF THE 4-H NAME AND EMBLEM**

In representing Extension and 4-H across the country, a broad-based committee made recommendations to our Cooperative State Research, Education, and Extension Service (CSREES) office through Dr. Cathann Kress, Director, Youth Development, for updated guidelines regarding *Use of the 4-H Name and Emblem*. This revision was necessary since the last official guidelines were pre-internet from the 1980's.

The new CSREES document "*Using the 4-H Name and Emblem*" is located at <http://www.national4-hheadquarters.gov/>.

Important updates for planning purposes are as follows:

1. The 4-H Clover with the "18 USC 707" designation is the official clover. For **internal** use (with chartered 4-H clubs, county councils, county parent groups, newsletters to 4-H audiences) the use without "18 USC 707" is optional. With all **external** uses, newspapers, recruitment materials, and all marketing purposes, the code must be used.

Texas Cooperative Extension recommends to use the official clover at all times and then there will be no decision to be made in regard to following the guidelines.

2. In general, Texas Cooperative Extension can no longer grant you nor vendors in Texas the authority to use the 4-H name. Using "Texas 4-H," "Texas 4-H and Youth Development," "Clover County," "District 17 4-H," "Texas 4-H Center" is approved for us, but "4-H Camp" or "4-H Fun Days," for example, is granted only by CSREES, because it is not club, county, district or state specific.

Communication plan from my office is as follows:

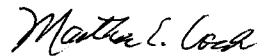
1. This letter and guidelines will be sent in an e-version in about a week to all Extension employees to ensure agency wide communication about this important topic.

2. July 1 - A letter will be sent concerning Chartering 4-H Clubs and Groups. CSREES is now requiring us to charter clubs and groups using the National 4-H official charter which will include the Secretary of Agriculture's signature. Our process will be similar to the past two years. However, the physical charter will have a new look.
3. October 1 - A letter will be sent concerning Tax Exemption Status. Our national headquarters is planning to update the information concerning tax status and we will be sharing this with you.

The 4-H Name and Emblem is a highly valued mark within our country's history. As such, it was granted a very unique and special status; it is in a category similar to the Presidential Seal and the Olympic Emblem. The care of this name and emblem is the responsibility of all Texas Cooperative Extension employees.

Thanks for your support with this important issue and contact me if you have any questions.

Sincerely,



Martha E. Couch
Associate Director - 4-H and Youth Development

MEC:sbf
Attachment

cc: Dr. Chester Fehlis
Dr. Margaret Hale
Dr. Bonnie McGee
Dr. Ed Smith
Dr. Kathy Volanty
Mr. Kyle Smith