

Rotary
District 6290



rotary
youth
exchange

Promoting the Program

Resources for Rotary Clubs



Overview

Clubs that participate in the Rotary Youth Exchange program understand what a life transforming experience this is – not just for the inbound/outbound students, but also for the host families, club members, and the community as a whole.

While there are strict guidelines that prohibit sharing much/most information about our pending/current inbounds, there is no reason why we shouldn't promote the program. We need to recruit students as outbound candidates, and we need host families for the inbound students.

Securing host families can often be the limiting factor that keeps a club from participating in the program.

We can change that!

Families of outbound students are often a great target to serve as a host family. They've been part of the extensive preparation their kids have been required to undertake over the course of nearly ten months, and they have an empty bed! To reach prospective host families beyond our current club members and/or families with outbounds, we need to tell the story.

This package of materials is intended to help clubs tell the story. Contents include:

1. Youth Exchange 'talking points' – The key differentiators that set our program apart (and above) all others, with a list of helpful resources that can be used during recruiting efforts in local schools and media
2. Facebook post – Template that can be used as part of a post that highlights our differentiators. Use this with a link to one of the resources we've supplied e.g. articles/testimonials, short videos.
3. News Release – Template(s) that can be used to send to schools, media and other community-based organizations that are great recruiting targets for students and host families
4. Host Family Flyer – Template used by the Traverse City Rotary Clubs (offered as an example)
5. Youth Exchange Promotion Guidelines – Presentation for YEO's and Club Public Relations chairs that provides specific guidelines re: inbound students. What we may and may not say per State Department guidelines.

What can your club do to promote Youth Exchange?

With this package of materials we are providing a great starting point, but you can make it so much better by telling your story.

1. Talk to your outbounds, rebounds and past host families and obtain concise quotes you can use, and find out who is willing to support w/media interviews if opportunity arises.
2. Capture short (2 to 3 minute) videos that allow people to hear/see testimonials; Encourage your outbounds to use their phones to do this during their exchange. Capture those fabulous moments – their arrival, first youth exchange conference – create a library that can be shared via social media. Short videos are great, as are fun close-up photos and action shots.
3. Use your club Facebook page to post engaging videos and photos which promote the program.
4. Use the templates we have provided, using your local quotes, and get those to your local paper, radio talk shows, tv stations, schools, churches . . .

Help us get the word out . . . Rotary Youth Exchange changes lives!

What makes Rotary Youth Exchange different?

- It is volunteer-led and non-profit
- It is a long-term, 11 month exchange
- Nearly equal time is spent in formal preparation leading up to the exchange, and once again in time spent the first year back helping support and prepare inbound and future outbound students
- Four weekend conferences are held in District 6290 for outbound students while inbound students attend five
- Inbound students are assigned a personal counselor, separate from host family; additionally there is District Chair, a Youth Exchange Officer and a Rotary Club to back them up. That's a powerful local support system!
- Exchange is split among three host families (ideally) to provide broader experience
- Rotary operates one of a select few real exchange programs -- for each student we welcome to our Club/city/country, Rotary sends a student out to another place around the world. We hold true to the meaning of cultural youth exchange!

Helpful Resources

Websites

[Rotary.org Youth Exchange](#)

[Central States Rotary](#)

Rotary-produced promotion materials

[Youth Exchange Promotion Kit](#)

[Long Term Youth Exchange Brochure](#)

Articles from exchange students:

<http://blog.rotary.org/2014/07/21/alvarez/>

<http://blog.rotary.org/2014/04/29/dinoto/>

<http://blog.rotary.org/2012/05/30/sadie/>

<http://blog.rotary.org/2012/09/13/vianna/>

Videos

[Majla Custo: A Rotary Youth Exchange Story](#) (4:16 min) (February 2008)

[Yoko Sekimoto: A Fabulous Experience](#) (3:40 min) (June 2014)

[Becoming a Host Family](#) (11:27 min) (January 2011)

[Hannah Kimmer on Central States Youth Exchange](#) (6:08 min) (April 2011)

[Central States Rotary Youth Exchange – In their own words \(Part One\)](#) (6:16 min) (May 2009)

[Central States Rotary Youth Exchange – In their own words \(Part Two\)](#) (5:25 min) (May 2009)

Facebook post:

Use this text as the body of a post on your club Facebook page, and link to an engaging photo/article/video.

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We don't mess around. These become our kids and we use that level of care to make sure they have a positive, life-changing experience. If you've got questions, we'll get you the answers.

If you don't have local materials, link to one of these:

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Sample Press Release (for both outbound and host family recruiting):

Rotary Youth Exchange Changes Lives

(City/Town) (Date)

The Rotary Club of [insert name] has participated in the youth exchange program since [insert year]. We have hosted [insert number] inbound students and sponsored [insert number] outbound students. Without exception we hear it was a life changing experience. [insert quote from local rebound]

Rotary Youth Exchange has a goal to promote the advancement of international understanding, goodwill and peace at the person to person level and is for high school aged students, aged 16-18, interested in living and studying abroad for one year. It is a rigorous program that requires a formal application process and, if selected, nearly nine months of preparation through participation in four weekend conferences. Our application process this fall is for outbound exchanges starting in August 2015. [insert specifics if available e.g. in X school on Y date]

Equally important to the process of recruiting our new class of outbounds is identification of qualified host families. To provide a broader experience for our inbound students we seek two or three families per student. Selected families become part of the Rotary support system which includes a dedicated Rotarian counselor for the inbound student. Hosting a student is an enriching experience. [insert quote from past host parent/sibling]

The most powerful force in the promotion of international understanding and peace is exposure to different cultures. The world becomes a smaller, friendlier place when we learn that all people regardless of nationality desire the same basic things: a safe, comfortable environment that allows for a rich and satisfying life for our children and ourselves. Youth Exchange provides thousands of young people with the opportunity to meet people from other lands and to experience their cultures. This plants the seeds for a lifetime of international understanding.

Our local Youth Exchange program operates as part of Central States Rotary Youth Exchange, an 18-district program for Inbounds and Outbounds that includes the states of Wisconsin, Illinois, Indiana, Michigan, North Dakota, part of Minnesota and the southern part of Ontario, Canada.

About Rotary

Rotary brings together a global network of volunteer leaders dedicated to tackling the world's most pressing humanitarian challenges. Rotary connects 1.2 million members of more than 34,000 Rotary clubs in over 200 countries and geographical areas. Their work impacts lives at both the local and international levels, from helping families in need in their own communities to working toward a polio-free world. For more information, visit [Rotary](#).

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Youth Exchange Contact:: ZXZXZ ZXZXZXZX (phone/email)

Related links:

[Rotary Youth Exchange at Rotary.org](#)

[Central States Rotary Youth Exchange](#)

Sample Press Release (for outbound recruiting):

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(City/Town) (Date)

The Rotary Club of [insert name] has participated in the youth exchange program since [insert year]. We have hosted [insert number] inbound students and sponsored [insert number] outbound students. Without exception we hear it was a life changing experience. [insert quote from local rebound]

Rotary Youth Exchange has a goal to promote the advancement of international understanding, goodwill and peace at the person to person level and is for high school aged students, aged 16-18, interested in living and studying abroad for one year. It is a rigorous program that requires a formal application process and, if selected, nearly nine months of preparation through participation in four weekend conferences. Our application process this fall is for outbound exchanges starting in August 2015. [insert specifics if available e.g. in X school on Y date]

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Sample Press Release (for host family recruiting):

Experience another culture from the comfort of your home

(City/Town) (Date)

The Rotary Club of [insert name] has participated in the youth exchange program since [insert year]. We have hosted [insert number] inbound students and sponsored [insert number] outbound students. Without exception we hear it was a life changing experience. [insert quote from local rebound]

Rotary Youth Exchange has a goal to promote the advancement of international understanding, goodwill and peace at the person to person level and is for high school aged students, aged 16-18, interested in living and studying abroad for one year. It is a rigorous program that requires a formal application process and, if selected, nearly nine months of preparation.

Host families are essential and critical to the success of our program. To provide a broader experience for our inbound students we seek two or three families per student. Selected families become part of the Rotary support system which includes a dedicated, trained Rotarian counselor for the inbound student.

The Rotary Club of [insert name] has hosted students from [list some of the countries]. During the upcoming year [insert term of your exchange] we will be hosting [insert number of students -- to the extent information is know, you may include age, gender and country]. Hosting a student is an enriching experience. It is an outstanding opportunity to expose your family to the diversity of another culture. [Insert quote from past host parent/sibling]

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Be a Rotary Youth Exchange **HOST FAMILY**

Thank you for considering being a host family for a wonderful exchange student. Here are the main points of the program.

- An exchange student from overseas lives in your home, as a member of your family, for approximately 4 months
- They are involved with your family, in school, with new friends, and are also active in Rotary events such as weekend conferences and weekly meetings.
- They are 16-19 years old and they are here for 1 year. While the exchange students are here they live with 2 or 3 families to give them a broader understanding of our culture.
- You have extensive support from the local Rotary Club and over 400 Rotarians in Traverse City.
- We have had students from Brazil, Italy, Germany, and Zimbabwe. They are wonderful young people.
- We work with you to find the student with the best fit for your family, i.e. boy or girl, season of the year, language, etc.
- We promise you that the experience will enrich your family.



Please pass this opportunity on to other families in the community. Interested families can contact any Rotarian or one of our Traverse City Rotary Clubs:

Rotary Club of Traverse City – 941-4010 or www.traversecityrotary.org
 Traverse Bay Sunrise Rotary – www.tcsunriserotary.org
 Rotary Club of Traverse Bay Twilight – www.tctwilightrotary.org

Want to be an exchange student?

We sponsor several students each year and they each go to one of 44 different countries. Students must be between 15 and 19 years of age and in the top half of their class academically. Watch for recruiting at the local high schools in September and October, or contact any Rotarian, and visit the [Youth Exchange page at Rotary.org](#).