



YOUTH FOR UNDERSTANDING
Intercultural Exchange Programs

School-Friendly Appeal For Placement

Purpose: To inform schools of the opportunities provided by YFU. Includes friendly ask to display information regarding YFU programs and an ask to welcome international students.

Contents:

- Friendly email to school
- YFU school listserv text and supplementals
- Follow-up instructions

Instructions: This template is intended for distribution to schools. Message is appropriate for administrators, teachers, guidance teams and PTSA groups.

ACTION ITEM: EMAIL/LIST

Good morning <<**INSERT SCHOOL**>> <<**administrators, teachers, guidance team, PTSA**>>!

We are Youth For Understanding (YFU) USA, a nonprofit international student exchange organization eager to engage interested students and families in the <<**SCHOOL NAME**>> community.

Will you please consider opening your doors to a YFU international exchange student? Each year, YFU works in partnership with community high schools to provide opportunities for American teenagers to study abroad and for international teenagers to study in the United States. We strongly believe these exchanges transform lives and make us citizens of one world. Students, parents, and schools trust YFU because of our commitment to high standards of program quality and student safety. YFU has been a leader in exchange programming since our founding in 1951.

Our local YFU volunteers, alumni, and professional field staff are available to speak to your community of students and families. YFU participation is a great way to introduce students to the global world, adding a broader perspective and bringing civics and social studies alive. We can provide cross-cultural educational discussions led by international students as well as explain more about study abroad programs, available scholarship opportunities, and the benefits of hosting an exchange student. We enjoy participating in International Nights, school assemblies, PTA meetings, and we frequently visit foreign language and social studies classes to inform and educate.

We have <<**INSERT # OF STUDENTS ARRIVING IN FIELD**>> students arriving in August for whom we are now seeking host families. Would you be open to posting a message in a school or club listserv? For your consideration, I have attached the profiles of some of our eager inbound exchange students along with a listserv announcement.

YFU has exchanged more than 270,000 students to date, and this global movement has never been more relevant or necessary. Together, we are enabling learning that transforms lives. Please contact me any time to set up presentations! We are here to support, educate and assist where needed!

Warm regards,

<< **Insert name, contact information**>>

<< **Attach or insert Student Profiles here**>>

<<**Attach or insert listserv announcement**>>

School Announcement

Youth For Understanding USA (YFU), a nonprofit educational organization, seeks volunteers and host families to mentor and host high school exchange students coming to the <<(name)>> community. Share your school spirit by welcoming an international teenager to experience your family and school traditions, American culture, and build friendships that will last a lifetime.

All you really need to host is the ability and desire to share your home and open your heart to a new family member. This is a chance to share your story, your traditions, and your customs and to help shape a student's understanding of US culture. Your ordinary life is extraordinary to an exchange student!

YFU offers a wide range of opportunities lasting from a few weeks to many months, designed to engage individuals at various points in their lives. To learn more about hosting, volunteering, study abroad opportunities for American students, contact your local YFU Development Manager at **800.833.6243**. Additional information and an online application is available at yfuusa.org.

ACTION ITEM: FOLLOW-UP

1-2 Days post email ask

Open with a greeting and advise the caller of who you are.

Ask the following follow-up questions:

- Might you be willing to enroll YFU students this year? If so, how many would you possibly be willing to enroll?
- If so, what are your enrollment policies?
- Were you able to forward or post the email that I sent?
- Did anyone respond to you (they may have, even with the YFU contact information)
- Have you considered hosting?

Then follow with: Thank you so much for sending out the email! Your help is truly appreciated!

If they were unable to send: Thank them anyway!

ACTION ITEM: EMAIL FOLLOW-UP

Resend the **original email with this new message pasted above, as follow-up to the 2nd phone call:**

Dear __,

Thank you for listening to me talk about YFU (yesterday, last week, a few weeks ago). I'm still seeking qualified schools and host families ready to share their school and family traditions with some of our incredible exchange students. There is still time for us to match summer arrival students with host families, and I appreciate anything you can do to help me spread the word.

Warm regards,

(Original message below)