



YOUTH FOR UNDERSTANDING
Intercultural Exchange Programs

Master YFU Introduction Text

Purpose: To aid YFU staff and volunteers as they reach out to friends, business contacts, churches, schools and other public access points to ask them to share with their network of friends, employees, clients, vendors, congregations and other community constituents.

Contents:

- Initial phone call script including soft and hard asks,
- Initial email asks by group with suggested supplementals
- Follow-up call script
- Follow-up email ask

Instructions:

This template is intended for distribution to staff, host families or volunteers to send to their business or personal contacts. We have structured the outreach to include a phone script and email for first contact, as well as follow-up instructions. Anyone can copy and paste the template message (found below) to share about YFU programs and to make an ask. Please remember to tailor the ask to your audience by selecting the best email option provided below.

ACTION ITEM: INITIAL PHONE CALL

Call the recipient; this may be a business representative, church member, school secretary, etc. The contacted recipient should a) be made aware that the email is coming and b) be personally asked if they will forward the message out to their network.

Warm Up

Tell them your brief YFU story

- Are you currently hosting? Tell them about your student!
- Is a former student doing something spectacular? Let them know about it.

Indirect Ask

You can then say something like this:

The reason that I'm calling today is to ask you to help spread the word on YFU, an organization that is near and dear to my heart. I (host, work for, volunteer for) this educational nonprofit and was hoping that you could forward an email ask that I will send you. Would you help me by doing this? I would greatly appreciate the help with finding host families this year.

Direct Ask

If you are comfortable getting right to the point, direct asks are stronger:

I work closely with a nonprofit - YFU. It's very special to me, and therefore, it's worth it for me to reach out to those I know to ask you to help me get the word out about our program and our current needs. I'm going to send you an email in a bit. Would you do me a favor and send it out to your personal or business contacts?

ACTION ITEM: EMAIL

Email Ask: Share With Your Network

Hi (Contact Name),

I am reaching out today to ask a simple favor. As you know, I work for/ I volunteer for or my family has hosted an exchange student with YFU, a nonprofit intercultural exchange organization that is near and dear to my heart. YFU sponsors 400 American teenagers for study abroad and invites nearly 2,000 international students to the US every year.

Would you help me by sending an email to your network (colleagues/employees/clients/vendors/families and personal contacts) on our behalf? Could your company post something about us on the intranet site?

The purpose is to help YFU identify individuals interested in hosting an international student for a semester, school year or as a “welcome” family. A welcome family agrees to take a student (or two!) for about six weeks. After the student joins the welcome family, YFU works to identify a permanent family, usually in the same school district. Not all areas have school openings so a family match is dependent on school availability.

Attached is a message that can be used as content and buttons for hyperlinking an intranet posting. Of course, this message also serves as my personal ask if you will host! Everyday family experiences take on a new and exciting twist when you welcome an international teen. Imagine cooking dinner together, attending worship services, watching the game, and making holiday preparations with your international son or daughter.

All it takes is one click to help get our message out there. Thank you so much for your consideration to pass the message along.

Sincerely,

#

Easy to Forward Email Template

Subject: YFU international students are coming to our community.

Youth For Understanding USA (YFU), a nonprofit educational organization, seeks volunteers and families to mentor and host high school exchange students coming to our community. Will you consider welcoming a student?

All you really need to host is the ability and desire to share your home and open your heart to a new family member. When you open your heart and home as a host, you introduce a new family member to your traditions and shape a student’s understanding of the US culture.

Families are needed for welcome commitments (up to six weeks) or school year stays for our summer arrival international students. YFU also offers study abroad programs for American students, adult cultural tours to Cuba and Germany, and volunteer opportunities. To learn more, contact the local Field Director at 800.833.6243. Additional information and an online application is available at yfuusa.org.

Alternate Introduction Paragraphs by Audience:

Sports Team Outreach

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 sense of team spirit and your family traditions– this is a once in a lifetime opportunity for a student from a different country to learn what it means to be a team player, experience American culture, and build interpersonal bonds of friendship that will last a lifetime.

Faith-Based Outreach

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 passion for community and social responsibility – this is a once in a lifetime opportunity for a student from a different country to learn about your congregation’s traditions, experience American culture, and build interpersonal bonds of friendship that will last a lifetime.

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.

ACTION ITEM: SUPPLEMENTAL

Profiles of a few local students may be included at the end of the email text either by copy/paste method or by email attachment.

ACTION ITEM: FOLLOW UP CALL

3-5 Days post email ask

Open with a greeting, remind the caller who you are.

Ask the following follow-up questions:

- Were you able to forward 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: FOLLOW UP EMAIL

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

Hello __,

Thank you for listening to me talk about YFU (yesterday, last week, a few weeks ago).I’m still seeking qualified host families ready to share their 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).