



**YOUTH FOR UNDERSTANDING**  
Intercultural Exchange Programs

## SA Alumni Natural Parent Ask

**Purpose:** To reach out to recently parents of SA students and ask them to host, to encourage them to sign up for the YFU Loyalty Program, and/or to prompt them to forward hosting information on to their personal contacts..

**Contents:**

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

**Instructions:** This template is intended for distribution to Study Abroad parents. We have structured the outreach to include a phone script and email for first contact, as well as follow-up instructions. Please remember to tailor the ask to your audience by selecting the best email option provided below. Additional options are located after list serve announcements for recently returned alumni, parents of pre-program SA, and SA currently on program.

### ACTION ITEM: INITIAL PHONE CALL

**Call the parent.** Research comments in the students' records first to be prepared for any comments that may occur.

**Warm Up: Tell them your brief YFU story**

- Are you currently hosting? Tell them about your student!
- Are you a YFU alum? Tell them about the life-changing impact our program has had on you.

**Direct Ask:** I am a Field Director/ Volunteer with YFU. I wanted to know if you might be interested in hosting this coming school year. I was also hoping that you might help me get the word out about our program and our current needs by sending an email to your personal contacts. I'm going to send you an email in a bit with students who are available for placement as well as text that you can use.

### ACTION ITEM: EMAIL

**Option 1- Parents' of SA Alumni 2-5 years back**

**Email Ask Subject Line: Continue the Gift of Exchange with YFU**

Dear <<Parent Name(s)>>

Now, with your son or daughter off to college or just starting a career, you have a unique opportunity to expand your YFU experience by becoming an ambassador yourself through hosting. **Please consider opening your home and heart a YFU international teenager coming to the <<\_\_\_\_>> community.** Families can welcome YFU students into their homes for three months, six months, or the entire academic year. We invite you to host and take the same leap of faith that began the adventure for your eager teenager.

You know all too well how hard it was to let your child leave for exchange, but this experience is one of the greatest gifts a parent can give. Spending time abroad as an exchange student gives young people a unique opportunity to discover the best in themselves and in their family. Profiles of many of our inbound students for the <<insert year>> school year are attached. If you don't see a student who matches your family's interests, I will be happy to identify one that does. Start

your online application today at [yfuusa.org](http://yfuusa.org). I have also included text below for you to send out to friends and family regarding YFU hosting opportunities. Thank you for your support of the YFU experience!

Warm regards,

<<Insert name>>

<<Insert contact info>>

<<Insert profiles>>

p.s. YFU now offers you the chance to travel on exchange, much like your own child did. Click [here](#) to learn more about our exciting Adult Study Tour to Cuba!

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### Easy to Forward Email Template

#### Option 1

**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. This is your chance to share your story, your traditions and your customs while learning about others.

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 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](http://yfuusa.org).

**Subject: If I had to start again, this is what I would do:**

**I would take action to better the world.** Today we boldly ask if you might better the world with YFU by agreeing to open your home and heart to exchange an exchange student.

**I would tell others that they can choose their friends AND their family:** By hosting, you can choose a global family member to add to the mix. Students come from 70+ countries with varied interests and hobbies. Choose the next member of **your family today!**

**I wouldn't be afraid to tell others about what I believe in.** Share YFU information with your friends, your neighbors or a work colleague

**Act now.** Call 1.800.TEENAGE, option 2 to be routed to a local field director or start your host family application online today at [yfuusa.org/applytohost](http://yfuusa.org/applytohost)

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#### Option 2: Parents' of Recently Returned SA Alumni

With your child recently back from a journey of self-discovery, you have a unique opportunity to expand your YFU experience. **Please consider opening your home and heart by welcoming a YFU international teenager to the <<\_\_\_\_>> community.** This is your chance to share your story, your traditions and your customs while learning about others. Families can welcome YFU students into their homes for three months, six months, or the entire academic year. We invite you to host and take the same leap of faith that began the adventure for your eager teenager.

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### Option 3: Parents of Pre-Program SA

With your child soon to begin a transformative journey of personal growth, you have a unique opportunity to expand your YFU experience. **Please consider opening your home and heart to host a YFU international teenager coming to the <<\_\_\_\_>> community.** This is your chance to share your story, your traditions and your customs while learning about others. Families can welcome YFU students into their homes for three months, six months, or the entire academic year. We invite you to host and take the same leap of faith that began the adventure for your eager teenager.

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### Option 4: Parents of SA on Program

Your child is currently on one of the most transformative journeys that they may ever experience. You now have a unique opportunity to expand your YFU experience. Change the course of an individual's life by **opening your home and heart to a YFU international teenager coming to the <<\_\_\_\_>> community.** Families can welcome YFU students into their homes for three months, six months, or the entire academic year. We invite you to host and take the same leap of faith that began the adventure for your eager teenager.

#### 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,

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(Original message below)