



YOUTH FOR UNDERSTANDING
Intercultural Exchange Programs

YFU Educator Video Distribution Text

Purpose: To encourage schools to watch the Educator video, open their doors to enrollment, encourage them to find host families and inform their students of our SA programs.

Contents:

- Main email ask to school contact
- **2 different email closings** dependent on the primary program you are trying to promote (hosting or SA)
- Follow-up directions

Instructions: This template is intended for distribution to school contacts. Contacts should be emailed directly whenever possible.

ACTION ITEM: EMAIL

Dear <<School Marketing Contact>>,

At YFU, we are passionate about **what we do and why we do it**. As an international exchange organization, we realize, just as you do, that education happens both inside and outside of your classroom. When an exchange student is welcomed into your school, your students are introduced to the global world, adding a broader perspective and bringing civics and social studies alive.. When your students study abroad, they are provided with the ultimate reality check. Essentially, they learn that there is more to the story than what is available to them on the television or internet. In our latest video, you will discover just how passionate our staff is about fulfilling our mission: YFU advances intercultural understanding, mutual respect and social responsibility through educational exchanges for youth, families and communities.

Watch our video: youtu.be/ipY0-8RRCY4

Version 1 Closing Paragraph: Encouraging Schools to Host

Please open your school to the world and help us continue our mission. Ask families that you know to host and inform them that your school is open to enrollment. Encourage your students to experience global exchange through our unique study abroad opportunities. Watch **our video** and discover why we at YFU believe so strongly in our mission.

Version 2 Closing Paragraph: Encouraging Study Abroad

Please encourage your students to learn more about YFU's unique study abroad programs, including scholarships, Gap Year, 2 week short term summer and Young Adult options, today. You can also open your school to the world now and consider enrolling international students. Watch **our video** and discover why we believe so strongly in our mission.

Please contact me at <<Insert email and phone>> with any questions you may have. Best regards.

Sincerely,

<<Name, contact information>>

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:

- Were you able to watch our video
- Would you be willing to assist us in our mission and:
 - Open your school for enrollment of our international students?
 - Be willing to provide your students YFU Study Abroad information?
- Have you considered hosting?

Then follow with: Thank you so much for your consideration! Your help is truly appreciated!

If they are unable to assist: Thank them anyway!