



YOUTH FOR UNDERSTANDING
Intercultural Exchange Programs

Short Text Samples: Intros, Email Asks and Social Media Posts

Brief One Line Introductions in Response to 'What is YFU?':

- YFU advances intercultural understanding, mutual respect and social responsibility through educational exchanges for youth, families and communities.
- YFU offers unique cultural exchange programs that help to opens minds and hearts, enable learning that transforms lives, and ultimately helps to make us citizens of one world.
- For learners of all ages who want a life-changing cultural exchange experience, YFU offers a wide range of opportunities to see the world up close.
- YFU is a nonprofit facilitating intercultural student exchanges, is seeking host families for international students arriving soon.
- Change the world without leaving home! Join YFU, an intercultural student exchange organization by volunteering or becoming a host family for an international student from one of more than 70 countries.

INTRO HOSTING EMAIL

Hi <<Name>>,

My name is <<____>> and I work with YFU (yfuusa.org), a nonprofit committed to advancing intercultural understanding, mutual respect and social responsibility through educational exchanges for youth, families and communities. I'm reaching out to you because we're looking to identify loving families in the <<_____>> community who would be willing to host an incoming international high school student.

Have you ever considered welcoming an international son or daughter into your home? If your family is open to new and enriching experiences, hosting a YFU student is for you! Your ordinary life is extraordinary to an exchange student. Share our American customs and your family's unique traditions while discovering a new culture right in your home.

If you are unable to host at this time, you can still help! Share the attached flyer throughout your community and with your connections. Perhaps someone in your network will open their home to a student ready participate in the American family experience.

Please let me know if you might be willing to help or if you have any questions.

On behalf of the YFU community, thank you for your consideration. I look forward to hearing from you soon.

Warm regards,

<<Name>>

<<Phone>>

<<Email>>

GENERAL HOSTING EMAIL

Subject Line: YFU international students are coming to the (name) community.

Call for Host & Welcome Families in Your Community!

Each year, Youth for Understanding USA (YFU), one of the world's oldest, largest and most respected intercultural exchange organizations, sponsors American teens to study abroad, and welcomes nearly 2000 international teenagers to the US to participate in intercultural exchange. Would you consider hosting or serving as a welcome family for one of our carefully selected foreign exchange students this fall? The benefits of hosting a YFU student are as numerous and varied as the families who embrace this life-altering experience.

Meet some of our incoming students here: yfuusa.org/meetstudents. Expand and enrich your family life by introducing your family to a new culture and language — bring the world home to you. This is a chance to share your story, your traditions, and your customs while learning about others. By opening your home and heart to a student from overseas, you and your family will gain a new global perspective, many memories, and – quite possibly – a new family member for life!

Interested or know someone who'd make a great host family? Apply at: yfuusa.org/host or call **800.833.6243** to speak directly with your local Field Director.

Families around the world trust YFU because of our reputation for quality, high safety standards, and strong support network. One of the world's oldest and largest exchange organizations, YFU has provided study abroad opportunities to more than 260,000 high school students for 60+ years.

Volunteer opportunities along with study abroad programs for American students and cultural immersion Adult Study Tours are also available. Learn more at yfuusa.org.

FACEBOOK

Sample Ask to an Organization:

Hello,

I work with YFU (yfuusa.org), a nonprofit committed to advancing intercultural understanding, mutual respect and social responsibility through educational exchanges for youth, families and communities. We are currently seeking a host family for a <<**vegetarian student who also enjoys classical music, rock climbing, outdoor activities and hopes to become a journalist when she is older.**>> Can you help us find the perfect host family for this student by sharing the post below?

Please feel free to contact me for more information.

(Name)

(Phone)

(Email)

Here is the message to post on your business page wall:

YFU, an educational nonprofit, seeks loving & supportive host families nationwide. They would like to find a family to match with a <<**vegetarian student who enjoys classical music, rock climbing, & outdoor activities**>> Can you help? Visit YFU's website yfuusa.org or email <<**insert email**>> to learn how you can help change the course of an individual life.

FLYERS

Request for a friend/colleague/family member/YFU student to post new flyer:

Hi <<Name>>,

Visiting the library or a coffee shop in your neighborhood this weekend? Don't forget a YFU flyer!

Download the attached flyer, print a few copies and then share them throughout your community – at your office, the grocery store, the gym – and help new families discover the joy of hosting!

Thanks so much,
<<Name>>

Attach relevant PDF Flyer from Lounge

TWITTER

.@YFU_USA a trusted leader in intercultural exchange is seeking volunteer host families. Can you help? <http://yfuusa.org/host>

Can you help us grow our @YFU_USA community? Recommend someone who you think would make a great host parent! <http://bit.ly/1qQzllQ>

Looking for a family adventure? Learn just how amazing your family can be! <http://yfuusa.org/host>

Help @YFU_USA advance intercultural understanding, mutual respect and social responsibility. Become a host family! <http://ow.ly/wLhby>

Expand & enrich your family life by introducing your family to a new culture and language — bring the world home. <http://yfuusa.org/host>

Host w/ YFU and become a catalyst in making us citizens of one world. <http://yfuusa.org/host>

Share your stories & traditions, introduce your family to a new culture and make the world your home! <http://yfuusa.org/host>