



YOUTH FOR UNDERSTANDING
Intercultural Exchange Programs

How to Ask Volunteers to Forward Master Intro Template

Purpose: To compel volunteers to 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 email to volunteer
- Supplementals

Instructions: This template is intended for distribution to volunteers to send to their business or personal contacts. When sending to volunteers, please include the e-kit document “Master HF E-Kit Intro” as an attachment.

ACTION ITEM: INITIAL VOLUNTEER EMAIL

Subject: Share your Enthusiasm for YFU with One Click!

Dear <<Volunteer>>,

As the summer rapidly approaches, there are dozens of exchange students around the globe who are anxiously awaiting the journey of a lifetime and the news that a host family has chosen them. I was hoping that you would be willing to send a message like the pre-drafted version below to a few of your personal contacts. I would like to reiterate that although the placement cycle may at times feel automated, as we juggle supporting the current students on program while recruiting new families for next year’s students, it is, in fact, a very personal process.

Each YFU student, like __ year old ___ from ___ or __ year old __ from ____, who is embarking on a journey of a lifetime, – electing to venture far from home with an open mind and wondering what this transformative year may have in store. Each YFU student is matched to a loving host family because of *individual, personal outreach from passionate and dedicated volunteers like you.*

Please don’t wait! These students – and YFU – rely upon your outreach. Pass the word and make the ask now!

- Talk to your neighbors, relatives, friends, and colleagues **about YFU!**
- Make an **announcement** at church or place of worship.
- Ask your kid’s sports coach or club leader to make an announcement.

Your outreach is essential to initiating a successful journey for these adventurous students and families around the globe who trust YFU because of our reputation for quality, high safety standards, and strong support network. Together, we can connect families to make the world their home!

The attached document gives you a template of communication to use for this outreach effort, including initial on follow-up call script, email template and follow-up advice.

Thank you for spreading the word!

Sincerely,

<<Name, contact information>>

ACTION ITEM: SUPPLEMENTALS

As advised above, you will need to attach E-Kit item “Master HF E-Kit Intro” to the email for your volunteer to receive complete directions. Student profiles, especially those referenced in your email, should be attached.