

**Exchange Assignments: 2012 and Beyond**  
**34<sup>th</sup> International Conference**  
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**Create Your Own Exchange**

- **Festival**
  - Only a few members from any one club, several clubs involved
- **National**
  - Field Reps send flyers to clubs in their region
  - Friend to Friend contact
- **Global**
  - Need FFI help to send flyer
  - ED Invitation
  - Start early for Global (visa) problems
- **Winter (Theme)**
  - Think outside of box
  - Inquire who in Canada did this?

**How our club gets more exchanges**

**International**

- **Australia**
  - Reciprocal
  - Newly awarded
  - Our intervention
- **New Zealand**
  - Add touring
- **Brazil**
  - Reciprocal
  - Newly awarded
  - Touring
- **Japan**
  - Pre conf tour contacts
  - Club contacts

**Domestic**

**State inquiry - NE**  
**Reciprocal - Dallas**  
**Seek out at other Exchanges – Morocco, VA**  
**Friend to Friend - Harrisburg, PA**  
**Travel with other Clubs - Baton Rouge, Hawaii**  
**Festival Participants – CO (12 clubs)**

**Fill Vacancies**

**Advertise early**

To own club  
To Regional clubs

**Send to Field Reps – flyer, inquiry**

These first inquiries are most important  
Keep a list

**Friend to Friend**

**Maintain List of Interest**

Stay in contact with all who express interest  
Share information with all (including “Waiting List”)

**Keep a list of Travelers “that want to travel with you”**

**FFI World Catalog**

**Waiting List**

Rare when someone doesn't cancel  
Interview, choose the best of this group  
Keep list on Stand By

**Follow Guidelines**

Especially timing  
Payment deadlines important – keep connected

## **Increase Hosting Numbers**

### **You have to sell the product!**

#### **Enthusiastic Coordinator**

- **Sell to Members**
  - About Country
  - About Culture
  - About people
- **Contact new Members**
  - Meet with them
  - Share the full requirements of a host
- **Offer Day Hosts**
  - Some Day Hosts can host more than 1 household at a time
  - Ask non-members, friends and former members to day host
- **Friends to friends**
  - Ask to day host
  - Come along to day's events
- **Community Involvement**
  - Partners of the Americas
  - College
  - Organizations
- **Have Accommodation coordinator know all the info**
  - Everything about exchange
  - Maintain data base about Hosting info: beds, pets, allergies
- **Weekly Itinerary**
  - Offer a different activity than the normal routine
  - Creates a renewed interest
- **Planned Program**
  - Have a different person present each days' activity
  - Ask a new member to plan or present new ideas
  - Listen to new suggestions
- **Assistance**
  - Assist new members to build confidence
  - Reinforce new members

***What's in it for them?***