

Filling Your Exchange

Online Resources from FFI

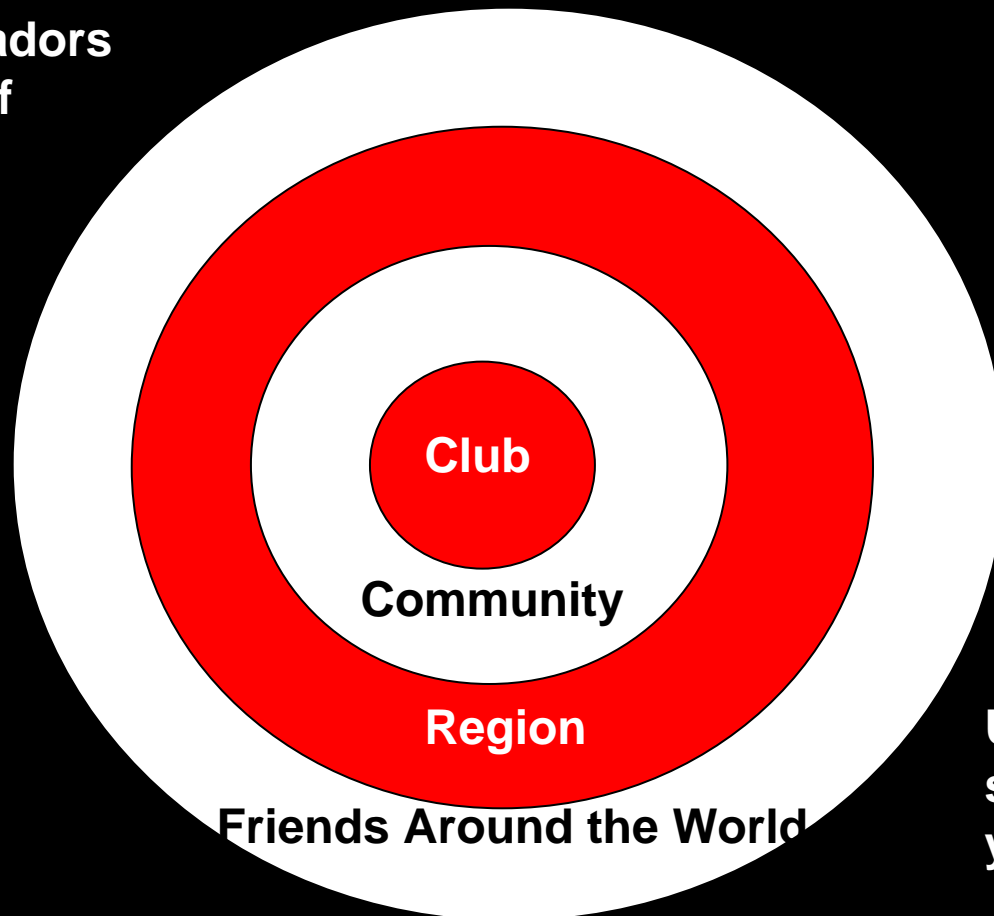
Jillian Walters

FFI Communications Coordinator

August 2011

Who are your potential ambassadors?

Recruit ambassadors from any or all of these groups.



Use recruiting tactics specific to the group you are targeting.

Technology means new opportunities for filling your exchange!

FFI has tools to help you recruit ambassadors from the global Friendship Force community:

- The World of Friends exchange catalog
- ED Invitations
- The Exchange Interest Survey

World of Friends Catalog

Recruit ambassadors from all over the
Friendship Force global community

www.thefriendshipforce.org

How to submit an exchange to the World of Friends Catalog

- Contact your FFI program coordinator or Jillian Walters
jwalters@thefriendshipforce.org
- Complete the catalog submission form

Catalog submission form

Show Off Your Exchange on the World of Friends Catalog!

Fill in the following information so we can list your exchange on our online catalog, and friends around the world can apply. *Don't forget to show your enthusiasm!* You may need to correspond with your host ED to find out about your exchange activities.

Destination <i>List the cities and countries you'll visit</i>	
Exchange number	
Dates	
Exchange Director <i>Name and Friendship Force club</i>	
ED Email	
ED Phone Number	
Highlights <i>Five bullet points describing the best elements of your exchange!</i>	
Description <i>One or two paragraphs that describe the interesting things you'll see and do with your hosts and during any tours (100-250 words)</i>	
Price <i>Not including international airfare</i>	
Availability <i>Approximately how many spaces are open for ambassadors?</i>	
Home Hospitality <i>List the Friendship Force club(s) who will host you</i>	
Additional Information <i>Yes or No: Are you also submitting an itinerary or other documents to be included with your catalog entry?</i>	

Your exchange will automatically be taken off the catalog 30 days before departure. Contact your program coordinator to have it removed earlier.

How to submit an exchange to the World of Friends catalog

- Submit your form on time
- Best time to list your exchange on the catalog: 5+ months in advance
- If the dates and costs are set, it's not too early!

ED Invitations

- Great for global exchanges
- A personal letter from you, the ED
- Sent as an email to our full distribution list



Let's go **green...** together!

We're celebrating a proud Friendship Force past and a bright future in the green state of Colorado.

The Friendship Force of Northern Colorado is turning 25! We're holding a celebration of our state's most unique qualities, and we want you to join in the festivities! Come to Colorado, June 26 – 30, 2011, and let us take you on an exciting tour of our unique alternative and sustainable energy offerings.

We'll begin with an opening celebration honoring the seven charter members still active in our club. The twenty-two past presidents who have kept us vital and energetic will be honored as well. There will be a delicious pot luck meal, so you can sample our Northern Colorado cuisine and enjoy anniversary cake.

Our Alternative Energy Festival highlights energy in Colorado. We're proud to say that Colorado has emerged as one of the greenest states in the nation. The governor has created numerous legislative and private/public partnerships to thrust Colorado into the national forefront in this area. Come hear how the Governor's Commission impacts the citizens of Colorado.

We will take you on a tour of several Northern Colorado cities and the surrounding countryside to focus on various types of energy efficiency:

- Estes Park - Visit a National Park and receive information from a ranger about our natural resources while learning about environmental impact in the [Rocky Mountains](#).
- Weld County - View how the Great American Desert is using wind energy deployment to change its impact on the environment.
- Golden - Visit the federal [National Renewable Energy Laboratory \(NREL\)](#) dedicated to the research, development, commercialization and deployment of renewable energy and energy efficiency technologies. NREL leads the way in helping meet the growing demand for clean energy.
- Loveland - See the [Lightning Hybrid Automobile](#) and learn how it gets 100 miles per gallon. Imagine being able to drive for an entire year for only \$100.
- Milliken - Learn about [solar homes](#) and how they are manufactured. See a model home or tour the solar home manufacturing plant.
- Greeley - Tour a Geo-Rod efficiency home to see [ground source heating technology](#) in action. We'll meet the homeowner who will explain how it all works.
- Fort Collins - Learn how [Colorado State University](#) became a "Go Green" university and continues to sustain an environmentally-friendly atmosphere.
- Severance - Sample a variety of local foods during the festival, and visit the "Old West" to taste Rocky Mountain Oysters at our final Farewell get-together.



Then continue your stay with us for the optional Colorado History Exchange, July 1 – 3. We'll enjoy spending three more days getting to know you and showing you what we love about our corner of the globe.

We can't wait to welcome you! Will you join us?

Contact: Betty Jean DeMersseman
970 304 0267
debetty1301@q.com

The response to this ED Invitation is absolutely incredible.

In the 6 hours between the posting and 8:00 last night, I had 16 phone calls and/or e-mails.

The thing that pleases me most is that I am starting to get responses from the Global Community.

-Betty Jean DeMersseman

Join us for a green festival in Colorado!

Inbox | X

☆ from **Friendship Force International** <no-reply@thefriendshipforce.org>
to ● jwalters@thefriendshipforce.org
date Wed, Mar 2, 2011 at 3:17 PM
subject Join us for a green festival in Colorado!
mailed-by e2ma.net

[hide details](#) Mar 2 (7 days ago)

[Reply](#)

If you're having trouble viewing this email, you may [see it online](#).

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How to apply for an ED Invitation

- Contact your program coordinator or me (jwalters@thefriendshipforce.org) 5+ months in advance
- Spaces are limited!

Exchange Interest Survey

- Members can identify their particular interests
- Find Friendship Force members who are interested in visiting:
 - The region of your exchange
 - At the time of year your exchange takes place

JOIN ONE OF OUR EXCITING EXCHANGES IN 2011!

Here are a few of our many opportunities:



JOIN YOUR FELLOW WINE-LOVERS IN THE RENOWNED WINE REGION OF MARLBOROUGH, NEW ZEALAND
Blenheim and Marlborough, New Zealand
April 4 to 19, 2011
([view exchange](#))



[Visit Asia](#)



DISCOVER A GARDENER'S PARADISE IN BEAUTIFUL CORNWALL
Cornwall, UK
May 10 to 17, 2011
([view exchange](#))



[Visit Africa](#)



ENCOUNTER THE CULTURE AND HISTORY OF RUSSIA
Kaluga, Russia
May 11 to 20, 2011
([view exchange](#))



[Visit North America](#)



GEAR UP FOR CYCLING IN & AROUND NIAGARA
Niagara Region, Ontario, Canada
June 5 to 12, 2011
([view exchange](#))



[Visit South Pacific](#)



EXPLORE THREE GREAT CITIES OF JAPAN
Nara, Kyoto and Yamagata, Japan
May 29 to June 10, 2011
([view exchange](#))



DISCOVER THE FASCINATING LAND AND PEOPLE OF THE LOW-ARCTIC
Newfoundland, Labrador, Spirit Mountains and Nunavut (northern Quebec)
June 30 to July 12, 2011
([view exchange](#))



[Visit Latin America](#)



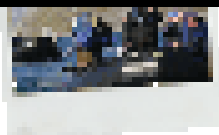
Wouldn't it be great if you got an email just because an exchange to your favorite place had an opening?

Let us know where you want to go by filling out our new survey - you might be pleasantly surprised! [Click here](#)

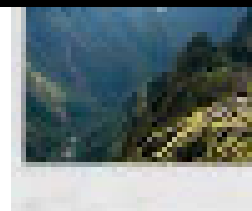


[Visit Europe - Eurasia](#)

The exchange interest survey can be found on the monthly World of Friends catalog email alerts.



Nunavik (far northern Quebec)
June 30 to July 12, 2011
([view exchange](#))

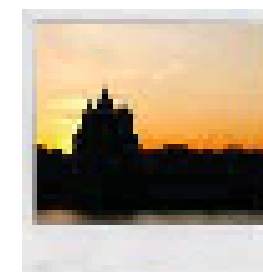


[Visit Latin America](#)



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[Visit Europe - Eurasia](#)

[Click here to view the new WORLD OF FRIENDS catalog](#)

[Click here to download a text-only PDF of the catalog](#)

Exchange Interest Survey

Exchange Interest Survey Updated April 15

Questions marked with an asterisk (*) are mandatory.

Dear Friendship Force Member,

We are planning a lot of exciting exchanges for 2011 and 2012! We look forward to sending you our monthly catalog updates, as well as periodic invitations for specific exchanges. In addition, we are now able to provide you with customized information on exchanges that match your interests and schedule. If you complete this short questionnaire we will keep you informed on exchanges that may be of particular interest.

1 * Have you traveled on previous Friendship Force exchanges?

YES

NO

2 * What type of exchange would you like to participate in?

You may choose more than one option.

- Exchange with traditional 7-night homestay
- Exchanges with 2 weeks of home hosting
- Discover Exchange that explores a country/region, combining home hosting and hotels
- Themed Exchange that follows a traditional 7-night homestay with a specific cultural focus

3 If you are interested in participating in a Themed Exchange, please indicate which type you might enjoy.

You may choose more than one option.

How to Use

- Contact your program coordinator or me (jwalters@thefriendshipforce.org)
- Receive a list of interested members and contact them
- Any time!!

Thank you!



Jillian Walters

Communications Coordinator
Friendship Force International

jwalters@thefriendshipforce.org

404-965-4359