

FRIENDSHIP FORCE INTERNATIONAL CONFERENCE
HAMBURG, GERMANY – AUGUST 26 – 30, 2011

WORKSHOP RECRUITING AMBASSADORS

As Field Representative for Western Canada, I'm going to talk to you today about marketing your exchanges. To do that, you need to have experienced and dedicated Exchange Directors. My suggestion for each club is to hold training sessions for your Exchange Directors and for anyone on your club who is interested in becoming an exchange director. It is an information session that will stimulate the interest for future members to become Exchange Directors. Hold the training sessions annually and build on your resources. Perhaps your Field Representative could hold a joint training session, for several clubs, in a central location.

Now let's get down to specifics.

1. As soon as you learn of your exchange posting for the year, **assign an Exchange Director and start to publicize the exchange within your club.**
 - a) The Exchange director will correspond with the Partner Exchange Director (PED) and confirm the date and number of ambassadors they can accommodate. Then begin your marketing.
 - b) Hold Cultural Workshops to describe the exchange highlighting the people, the customs, and the geography. Generate excitement among the members. Hold a dinner meeting with food and beverages from the country. If possible, invite a consul or embassy official to attend the dinner meeting and speak on their home country. This person could also be someone from the ethnic community.
 - c) Establish your costs, which would include FFI Fees, Host Fees and Travel costs. Set a deadline for club members to enrol and refer to that timeline. Take deposits on the exchange.
 - d) If your club members do not equal the number of ambassadors to be hosted by the cut-off date, begin the alternate marketing plan.
2. **Use your own country website** for follow country members to join the exchange In Canada that is the **CANFFEX Website**. Let me tell you how the Canffex site started:

In 2009, at the Canadian conference of Canadian Friendship Force clubs, the Presidents of all Canadian clubs discussed the different ways of filling exchanges. It was decided to start a Canadian Website with the goal of offering under-subscribed exchanges to Canadian ambassadors. This is another opportunity to join an exchange to a culture and location not available to your own club, but also to travel with and get to know your own country ambassadors. All Canadian clubs agreed to share the cost of the website and a knowledgeable Webmaster, Bill Harkness of The Friendship Force of Niagara volunteered to set up and manage the domain and the administration. (the actual cost of the site is just over \$100.00 per year)

Club ED's would, after their club sign up time had expired, send the necessary information to the Webmaster, using a web based form. The webmaster would post it send information about undersubscribed exchanges by e-mail to all the Presidents of Canadian Clubs who would forward to all their members. This method has now been modified to include all members who would like to be on the e-mail listing, eliminating the third party forwarding. Current mailing list is now 160

Canadian members including presidents. The information is sent out once a month. The Website now includes both Outbound and Inbound Exchanges.

If your country does not have an Undersubscribed website, I would encourage you to start one. For more information on setting up a country website contact :

Bill Harkness : wdharkness@gmail.com

Allow a time frame – one to two months to enlist ambassadors from your country. If the target goal has not been reached, forward all relevant information to the FFI catalogue website to target global ambassadors, again giving a cut-off date.

3. FIELD REPRESENTATIVES

I encourage all clubs to contact your Field Representative for help in filling exchanges. Field Reps have the experience to help and the contacts. . Example at a regional conference I attended in May, I announced that one of the clubs in my area was undersubscribed on their New Zealand Exchange. Following the presentation, I had several people come up to me and ask for the contact. They have since joined the exchange in October. In another instance, the President of a new club in Canada phoned to ask about planning a Domestic Exchange. In that case, I recommended joining a Canadian Inbound exchange that was quite small. The benefit: as a new club they had joined an experienced club and learned first hand about the hosting program, the culture, the geography and also met International Ambassadors.

SUMMARY: RECRUITING AMBASSADORS

1. Contact your Partner ED (PED) to Confirm the date and number of ambassadors for the exchange

2. Begin your marketing:

- a) Hold cultural workshops. Highlight the people, the culture, the geography and the weather at the time of the exchange. Detail costs. Be enthusiastic.
- b) Hold a dinner meeting featuring the food and beverages of the country
- c) Enrol member ambassadors, collect deposits and set a cut-off date for club members.

3. CANFFEX WEBSITE

After the cut-off date for members, use your country website for undersubscribed exchanges to advertise both outbound and inbound exchanges. In Canada that is the Canffex Website.

If you don't have a country website, consider starting a new service. For more information contact: Bill Harkness, Friendship Force of Niagara: wdharkness@gmail.com.

4. Contact your Field Representative for additional help.

Using these suggestions could help Recruiting Ambassadors and filling your exchanges. Good luck.

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