

2002 - How to Find Prospective Youth Exchange Students

Generally, a club needs to advertise the Youth Exchange Program in your community to secure Student applications. Many clubs traditionally work with teachers and counselors in high schools providing information on the program and promoting student applications. When approaching the schools it is important to have the posters, application forms and information on the Lions Youth Exchange Program. It is recommended to call the school to first determine who the contact person will be, then set up an appointment to explain the Program in detail to this person. Ask if they will arrange a meeting at lunch hour, or some other time that will allow you to come and speak to all students interested in the Lions Youth Exchange Program or have questions regarding the application requirements. The date and time of such meeting should be added to the poster. Keep in touch with the contact person.

Other methods of advertising the Exchange Program may include contacting your local media. Newspaper advertisements can be expensive, but can also be very effective. Parents of interested students tend to see them and will show them to their children. Many media also offer free advertising in the form of public service announcements, which could be utilized. Other ways to promote applications include providing information or posters, which can be placed on community bulletin boards in places such as Town Offices, convenience stores, coffee shops, video stores libraries, churches, recreational facilities, or other places where people regularly attend.

It is important to note the following:

- ⊗ Include Club Youth Exchange Coordinator's name and phone number on all posters and application forms, for contact purposes.
- ⊗ Specify a deadline for applications on the poster and forms.
- ⊗ Specify a location or locations where application forms may be submitted.
- ⊗ Poster information should include the basics of the Youth Exchange Program such as, when it will be held the length of the exchange, the cost particulars.
- ⊗ More detailed information can be included on the application form.
- ⊗ The application form should ask for all basic personal contact information, and should also request a short (one page) essay to be attached explaining why the student wants to participate in the exchange. Two letters of reference must also be attached, one from a teacher or counselor and one from another person in the community but not family.