



Rotary District 7010 Youth Exchange  
*Recruiting Guide*

# District 7010 Youth Exchange Committee Contacts

- Alison Durtnall, Chair
- Dan Wyjad, Events
- Phil Edmunds, Outbound Co-ordinator
- Scott Negrych, Inbound Co-ordinator
- Eric Dean, Rotex and Rebounds
- Wayne Harding, Treasurer
- Luc Chalifoux, Summer STEP exchange Co-ordinator

# Time Line

- **September and October** - promote the opportunity for exchange in schools, community and clubs and aggressively seek candidates
- **October** - interview candidates and select a Long Term exchange student (consider Short Term exchange or RYLA for runner ups)
- **November 30th** - Long Term exchange student has completed application forms and club approvals on Guarantee Forms - return these to Alison Durtnall
- **December and January** - YEX Committee researches and signs agreements with exchange partners
- **February** - Long Term exchange students (inbound and outbound) attend Mattawa weekend and exchange country is revealed
- **March** - Short Term exchange applications are completed and returned to the YEX Committee
- **April** - Outbound Long Term exchange students and their parents attend Training Weekend, Club YEX Chairs attend Training session
- **May** - Long Term exchange students visit Ottawa (inbound and outbound). Put up posters in high schools to promote recruiting in September
- **July and August** - Outbound Long Term and Short Term exchange students leave for their host countries

# Theme for Recruiting

In June the District YEX Committee partnered with Humber College Advertising Degree students to develop a new campaign to help you with your recruiting efforts.

The winning team was ***Collecting Memories.***



# Why we picked this campaign

- Target market was well researched
- “passport badges” resonated with target market
- Feedback from Rotex was positive
- Images could be used through multiple channels
- Theme is universal and timeless

# What we have for you....

New posters with the Collecting Memories theme and an area for you to personalize with your contact info

## Collect Memories.



Rotary Youth Exchange has been providing over 8,000 students yearly with life-changing cultural experiences for over 50 years.

How many memories will you collect along the way?  
Your adventure begins at [www.Rotary7010YouthExchange.com](http://www.Rotary7010YouthExchange.com)

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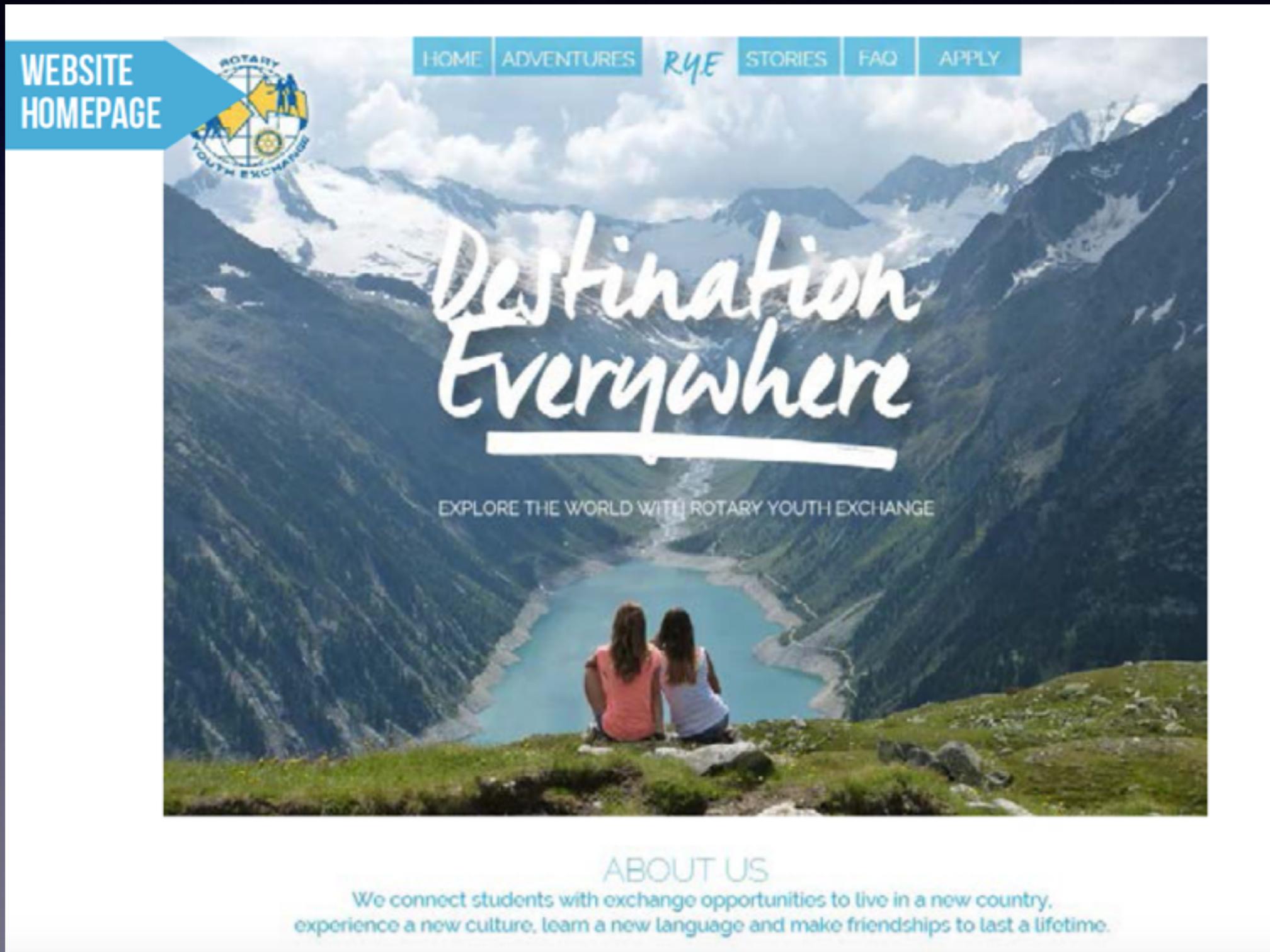
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# What we have for you.....

New dedicated Youth Exchange website (by early next week)

[www.Rotary7010YouthExchange.com](http://www.Rotary7010YouthExchange.com)



The image shows a screenshot of the Rotary Youth Exchange website homepage. The background is a scenic photograph of two young women sitting on a grassy hillside, looking out over a vast mountain valley with a turquoise lake and snow-capped peaks. The website layout includes a blue navigation bar at the top with the following links: HOME, ADVENTURES, RYE (highlighted in a larger font), STORIES, FAQ, and APPLY. On the left side, there is a blue banner that says "WEBSITE HOMEPAGE". The Rotary Youth Exchange logo is positioned in the top left corner of the main content area. The main headline, "Destination Everywhere", is written in a large, white, handwritten-style font and is underlined. Below the headline, the text "EXPLORE THE WORLD WITH ROTARY YOUTH EXCHANGE" is displayed in a smaller, white, sans-serif font. At the bottom of the page, the heading "ABOUT US" is centered, followed by the text: "We connect students with exchange opportunities to live in a new country, experience a new culture, learn a new language and make friendships to last a lifetime."

# What we have for you.....

New District facebook page [www.facebook.com/Rotary7010YEX](http://www.facebook.com/Rotary7010YEX).

**FOUND MY SECOND HOME**

**SAID GOODBYE TO THAT MEANT I SEE YOU AGAIN**

**MADE A FOREVER FRIEND**

**Rotary District 7010 Youth Exchange**  
Non-Profit Organization

Contact Us | Liked | Message

Timeline | About | Photos | Likes | More

31 likes +24 this week  
Emily Purkiss and 9 other friends

11 post reach this week

Invite friends to like this Page

Status | Photo / Video | 31 Event, Milestone +

Write something...

Rotary District 7010 Youth Exchange shared Kim Giffen's post.

# What we have for you.....



Using these hashtags in your social media will help our district build awareness for the exchange opportunities. Use them all year long:

#Rotary7010YEX

#CollectingMemories

# What we have for you.....



Blogs, blogs, blogs:

Nate Toepfner in Belgium: <https://nateinbelgium.wordpress.com/2015/09/15/jadore-belgique/>

Cassandra Kun in France: <https://arrowsanddreams.wordpress.com>

Julian Ward in Taiwan: <https://rye7010to3500.wordpress.com>

Noah Loiselle in Ecuador: Facebook Page Noah's Life in Ecuador

Sarah Douglas in Italy: <https://sarahfromcanada.wordpress.com>

Fiona Murton in Denmark: <http://fionafr.blogspot.dk>

Tamara Burgess in Austria: <http://fromcanadatoaustria.tumblr.com>

# What we have for you.....



Video of rebound student Stephanie Edmunds:

Inspiration!

# Tips for Recruiting

- Contact your High Schools now - print, personalize and bring posters for distribution
- Post the image of the poster on your Rotary Club Facebook page
- Post messages to the Facebook pages of local high schools, sports teams, events, etc. that include this demographic
- Have your rebound students speak at the schools about their experience (if you don't have a rebound available let us know)
- Have your current inbound student speak to schools and clubs
- Ask your local radio station and newspaper to interview your rebound or inbound student
- Hold an informational night for interested students and their parents

# Tips for Leveraging Social Media

- Provide your club members with a standard message they can post to their facebook, twitter and instagram accounts:
  - We are looking for high school students that want to experience the adventure of a lifetime!
- Post messages to the Facebook pages of local high schools, sports teams, events, etc. that target this demographic
- Show members how they can 'share' your posts on their own social media channels
- Reach out to your rebounds from prior years and ask them to share your recruitment message with their followers
- Use the hashtags #CollectingMemories and #Rotary7010YEX on all of your youth exchange posts throughout the year

# What's coming up next..

- District 7010 Youth Exchange Instagram account
- District 7010 Youth Exchange Twitter account
- email template for YEX Chairs to use in communicating
- French versions of the posters and images
- Connect with Alison and/or Phil on Skype with additional questions on Monday evening (7-8pm) or Tuesday morning (10-11am)

Let us know what else we can do to help you  
make the Rotary 7010 Youth Exchange  
Program a Success!

**Alison Durtnall**  
**[adurtnall@gmail.com](mailto:adurtnall@gmail.com)**  
**705-627-3816**  
**@thedailydurt**