




Hosting Marketing Survey Results

December, 2009

A decorative graphic consisting of a cluster of colorful squares in various sizes and colors (yellow, orange, purple, pink, blue, green) arranged in a roughly rectangular shape. A black banner with white text is overlaid on the bottom of this cluster.

CONNECTING LIVES, SHARING CULTURES



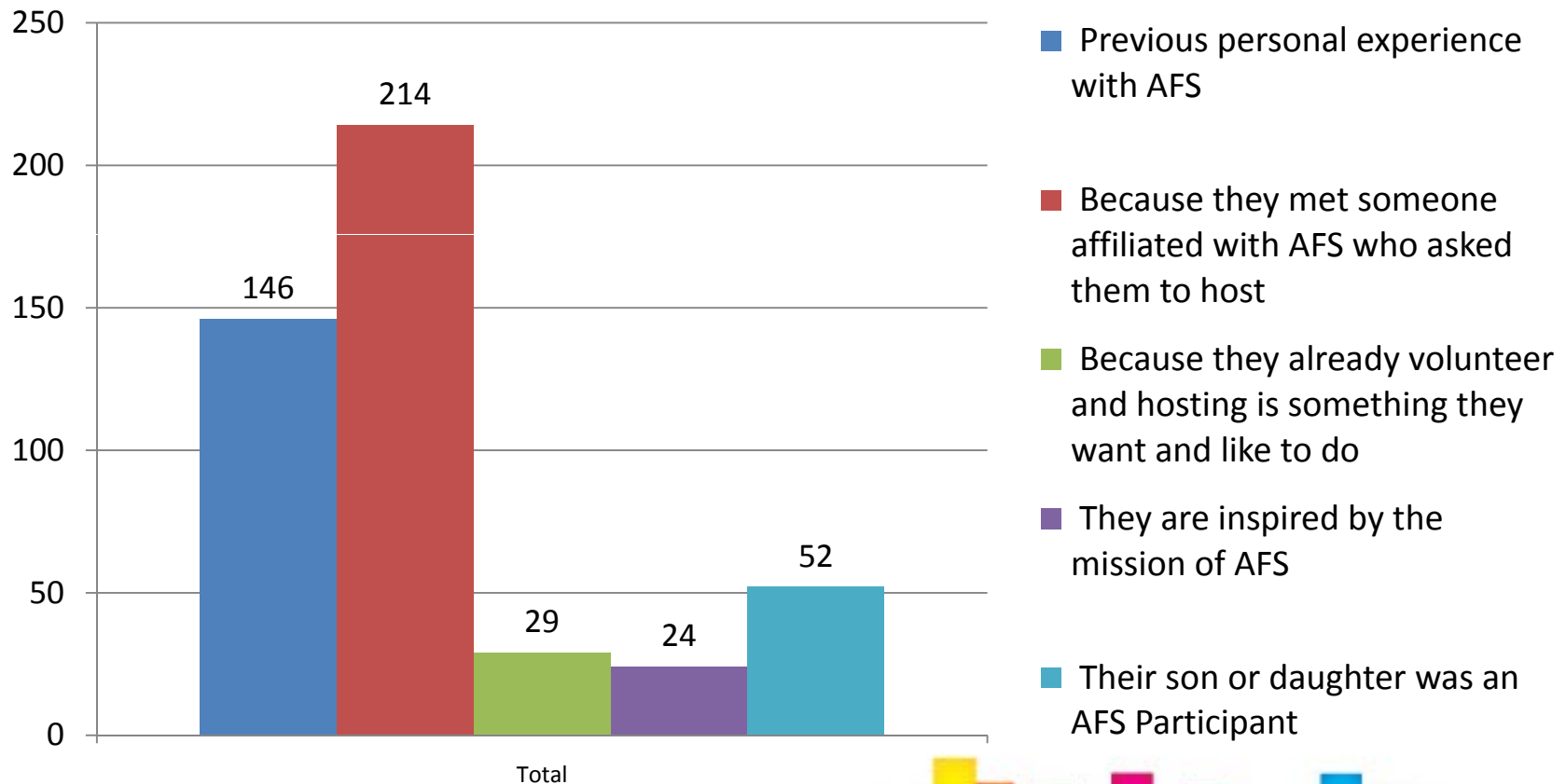
Demographics

- 294 respondents from at least 60 Area Teams
- Experience Volunteering
 - Median: 6 yrs
 - Average: 9.3 years





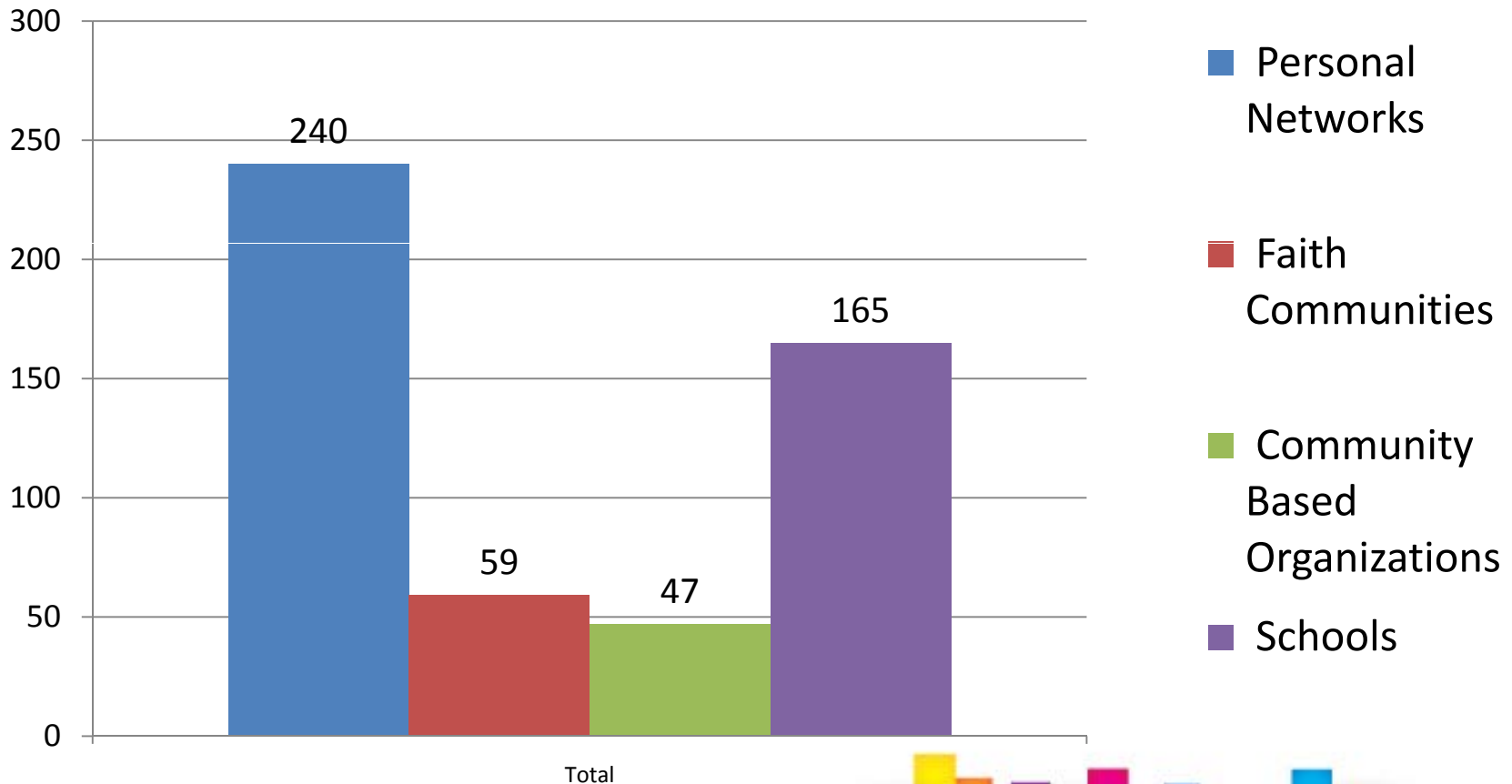
In your experience, what is the reason most families become interested in hosting a student?



CONNECTING LIVES, SHARING CULTURES

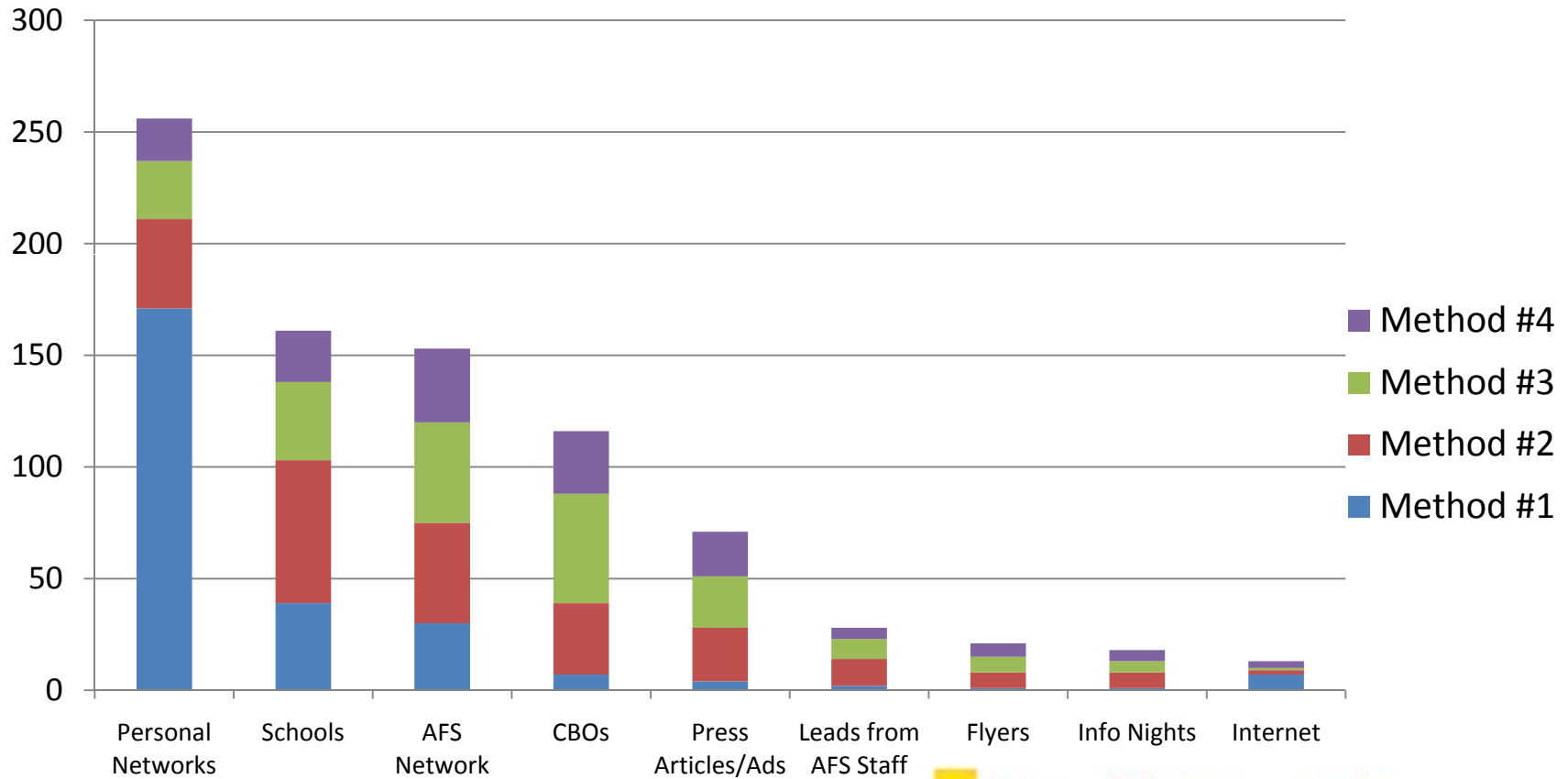


Where do you or the people who recruit host families for your Area Team/Chapter go to find the best potential host families?





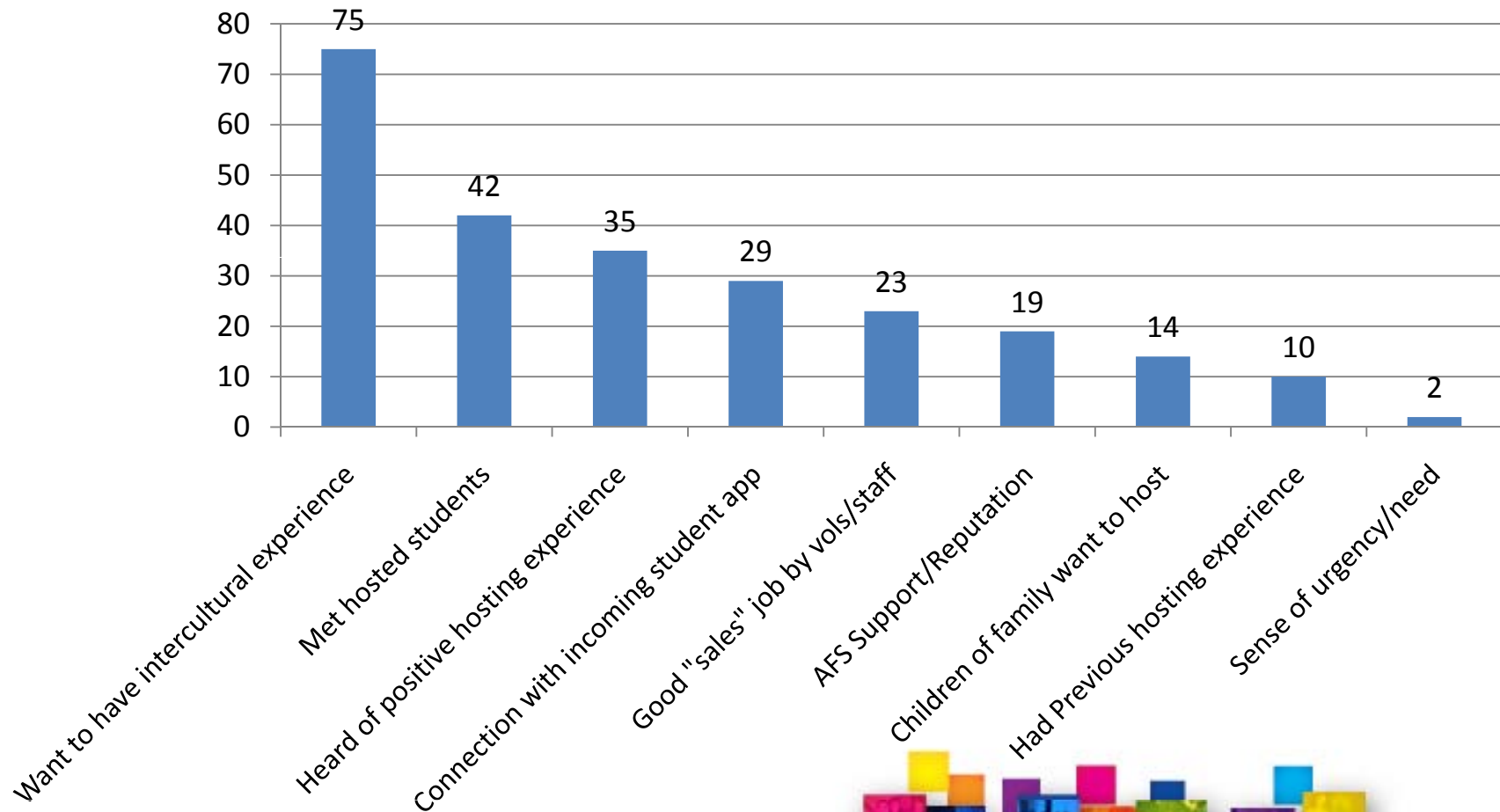
Please provide us with the TOP 4 methods that you use to recruit NEW host families



CONNECTING LIVES, SHARING CULTURES



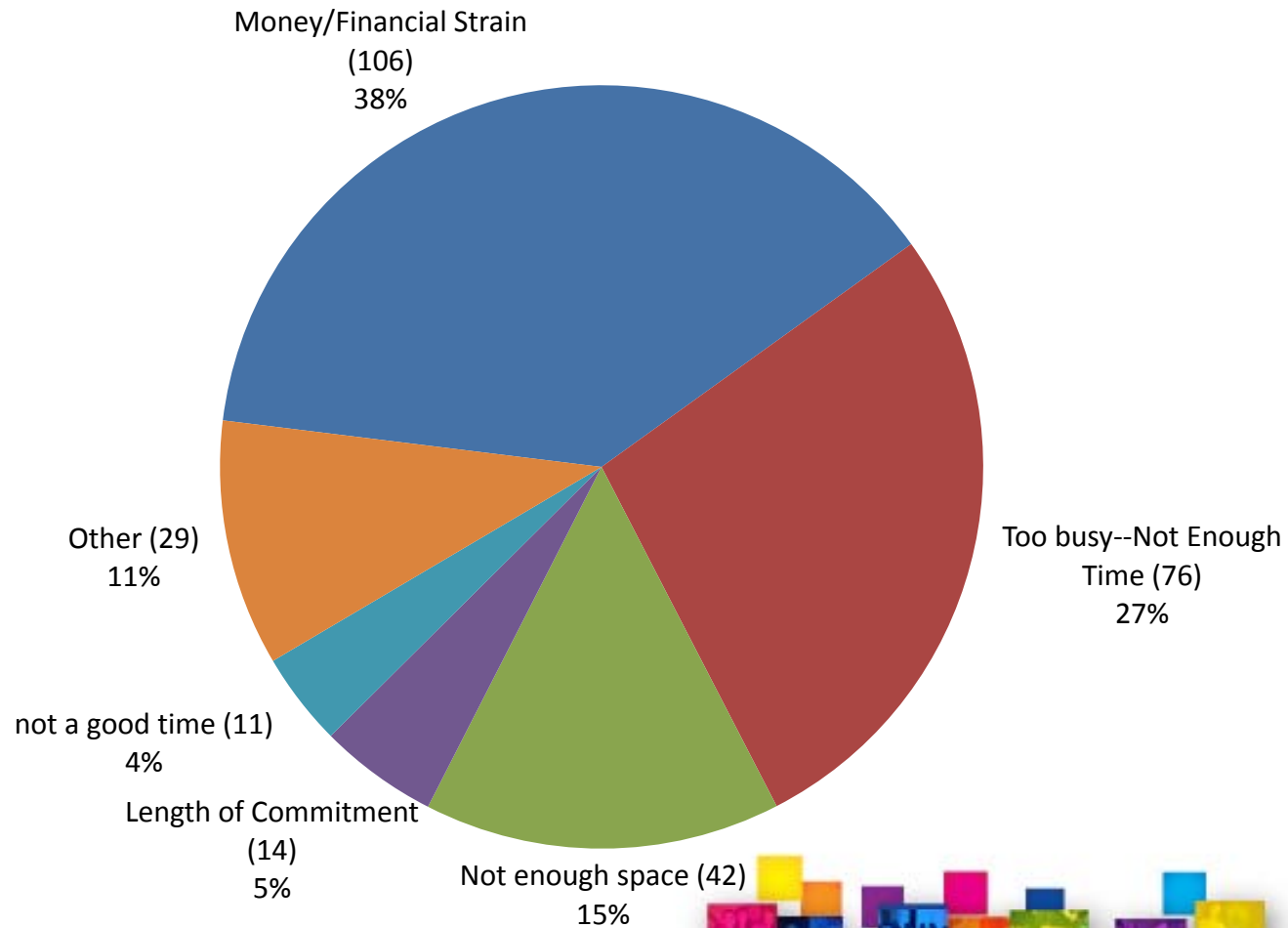
In your experience, what makes new host families say “Yes” to hosting a student?



CONNECTING LIVES, SHARING CULTURES

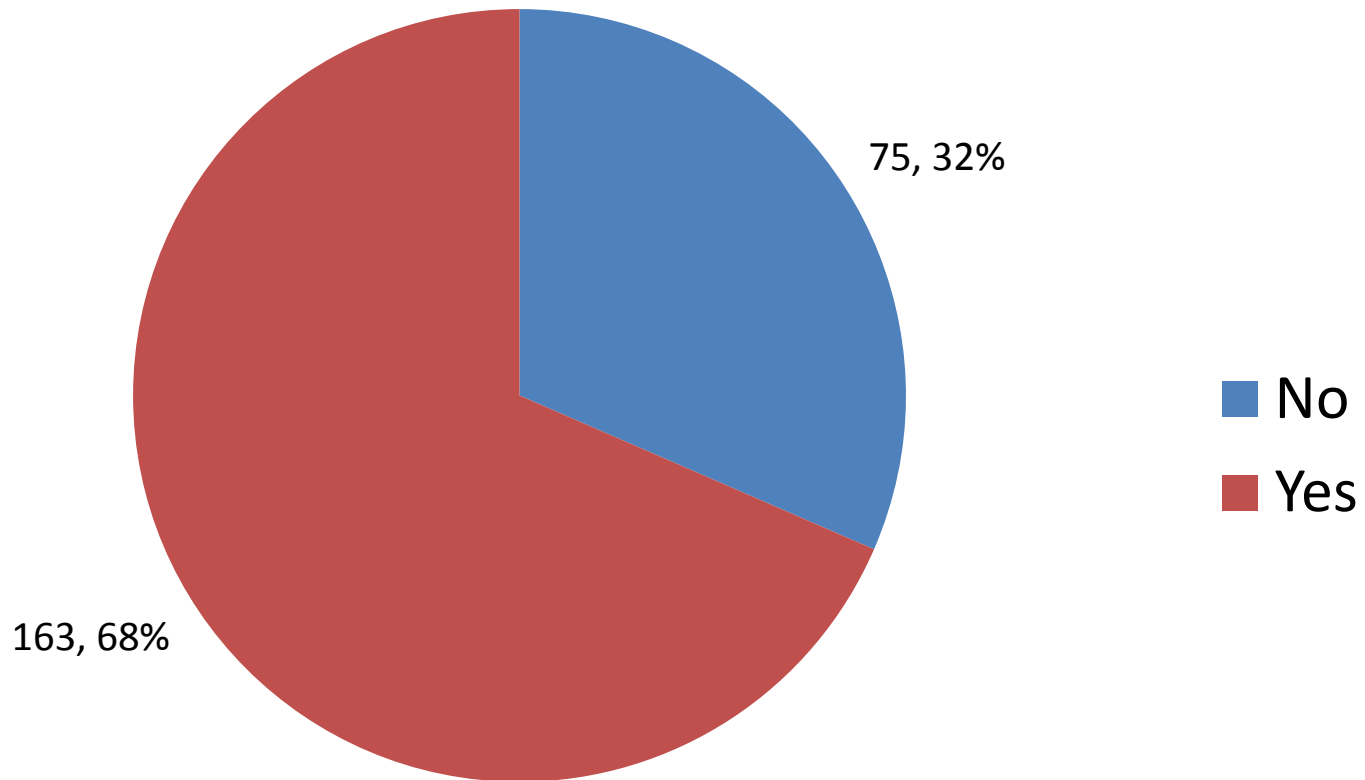


What are primary reasons families give when they decide not to host a student?



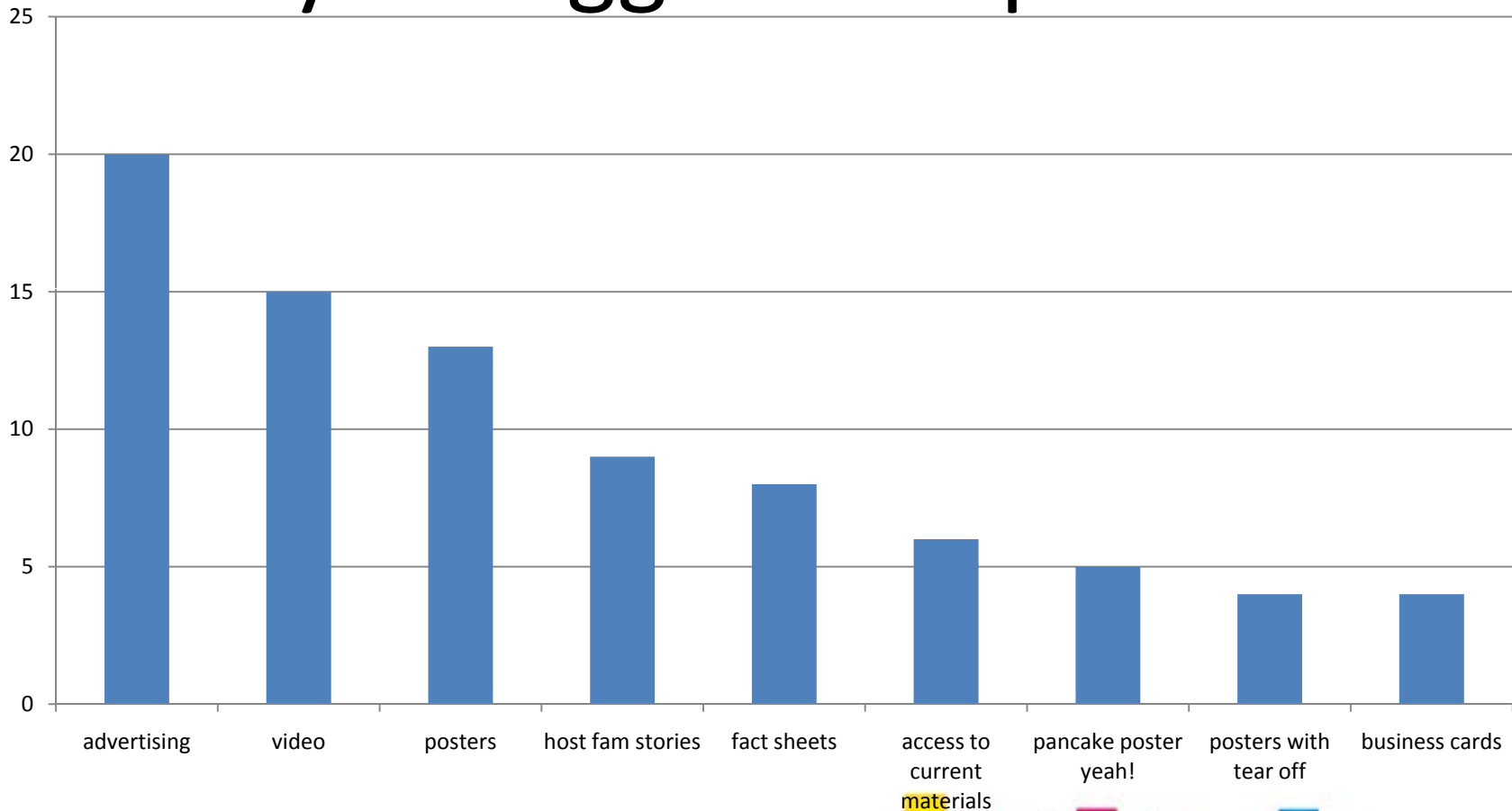


Do you feel the print materials are adequate?





What other materials would you suggest AFS produce?



CONNECTING LIVES, SHARING CULTURES

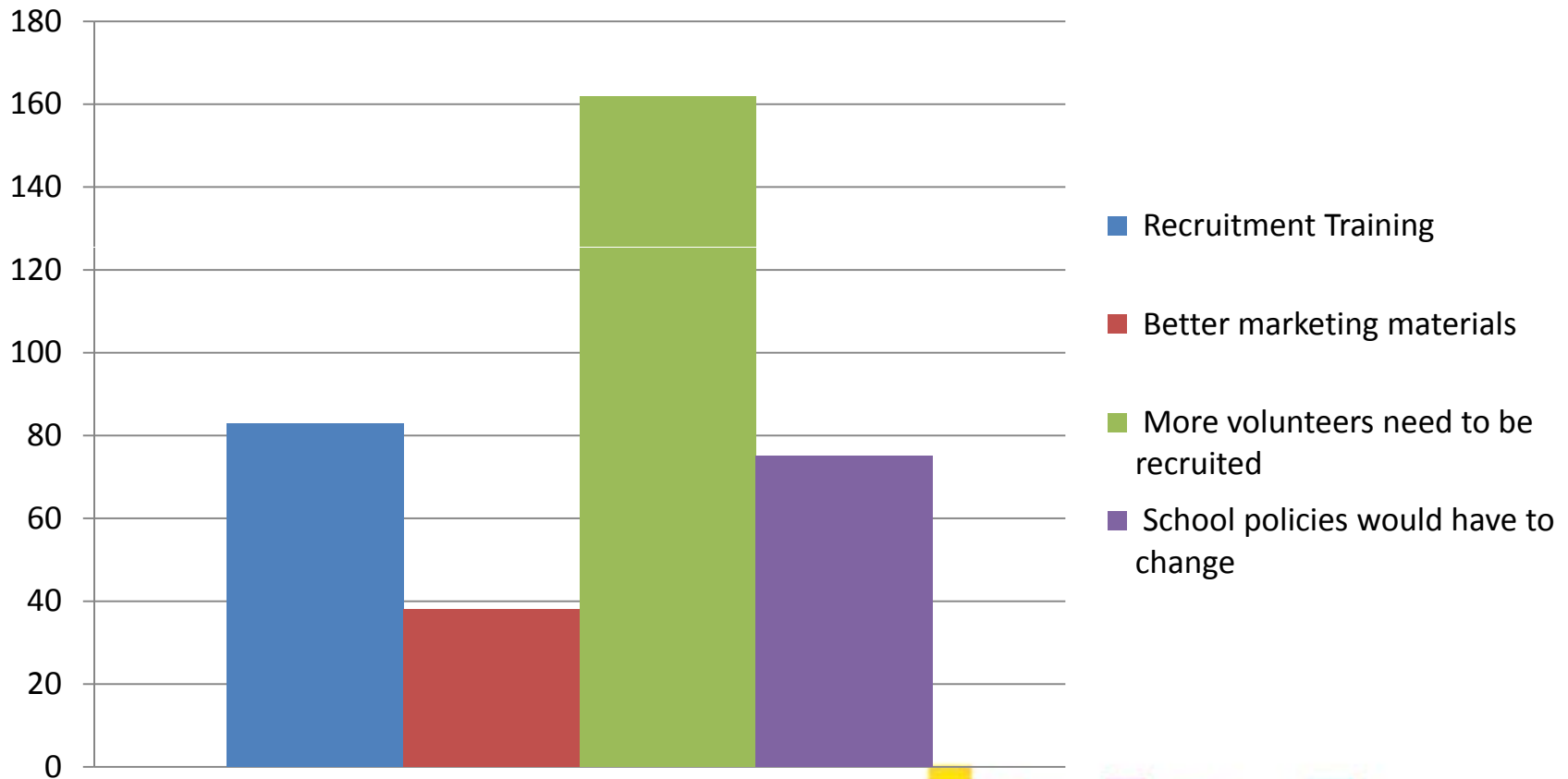


If there was one best practice that everyone should do to help recruit host families, what would it be? (selected responses)

- Start early and invest in middle school families
- AFS outreach personnel should COORDINATE with local volunteers to organize and PAY FOR local info nights.
- PLEASE, send emails out to your wide group email distribution lists EARLIER!!!! Send them out 4 times a year, not just at desperation moments. EMMAs EMMAs EMMAs, they produce leads. I don't have many of the email addresses that you have on your lists.
- Keep good records from year to year of people you've been in touch with, their responses, etc.
- By far the best publicity for hosting is the exuberance of the current exchanges in the community.
- Not to do a car-salesmen job, where families come in with false expectations
- Be honest! Let the families know what they are getting into. It pays off. A hard sell seems as if we are getting monetary compensation.
- parent newsletters which go out either in the mail or by parent e-mail to school parents.
- Have an elevator speech ready to be used at any time.
- email everyone you know at least once a week in Aug. begging them to consider hosting.



What would make host family recruitment easier for you?

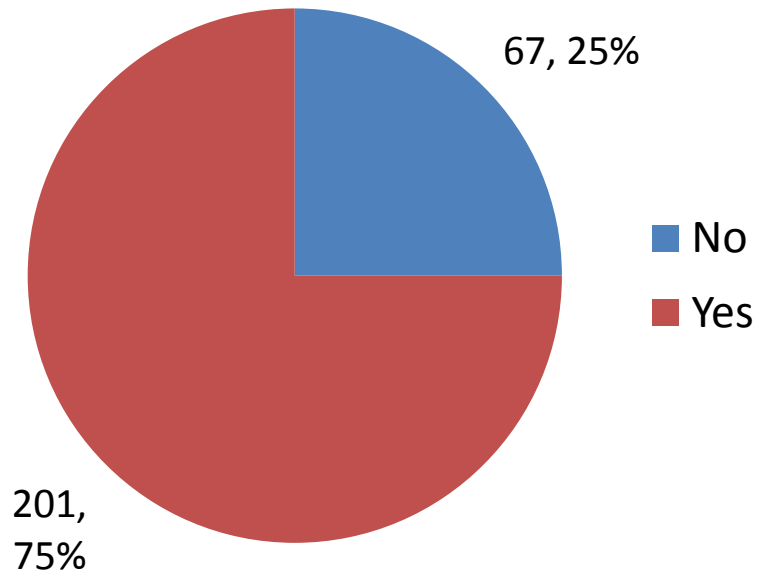


CONNECTING LIVES, SHARING CULTURES



Facebook

Do you have a personal Facebook profile?



If so, have you ever posted anything about AFS on Facebook?

