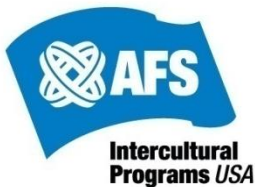




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The AFS Brand Promise

Distinguishing AFS in Messaging to
Educators



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Brand Promise

A brand promise is a stated or implied pledge that creates customer expectations and organizational responsibilities and differentiates an organization from its competition.



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Famous Brands

- Coca-Cola
- McDonalds
- Mr. Clean
- Budweiser
- CNN
- American Express
- Pan Am
- Red Cross



AFS Brand Personality Attributes



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ARE YOU...

Inspiring? Trustworthy? Supportive? Connecting?



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Then aren't you...



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YOU

- are the brand
 - deliver the promise
 - differentiate AFS from its competition
 - represent AFS through your actions and behaviors

So, if you're the brand ~ how do you talk about AFS?



Personalize it!

- What makes you proud to be part of AFS? **(INSPIRING)**
- How did you respond when you knew a student was struggling? **(SUPPORTIVE)**
- When was the last time you did what you said you would do? **(TRUSTWORTHY)**
- Who are the people with whom you share a close bond in the AFS family? **(CONNECTING)**



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How to begin.....

Before you call or walk in the door... Once you get there...

- Decide what your objective is
- Can your objective be achieved over the phone or in person?
- Craft questions you want to ask that will lead to your objective.
- Make the appointment, or just walk in the door.
- Listen very carefully to the answers you receive, and the objections or agreements you hear from your audience.
- Pull from your own personal positive experiences when overcoming an objection, or relating back to what they have just told you in order to build a mutual understanding.
- Ask for what you want – your objective.



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How to introduce AFS

the infamous “elevator speech”

“AFS is a worldwide non profit organization that has been a leader in international high school exchange organizing and supporting intercultural learning experiences for more than 60 years.”



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Key Messages

AFS brings global cultures together by helping individuals connect.

As microcosms of their local cultures, schools allow students to share, learn and reflect on their experiences.

- *Schools, along with host family households, are the places where AFSers participate in the local culture.*
- *Schools are the main arenas for making friends.*
- *AFS Participants can contribute to their school's efforts to teach intercultural skills and knowledge to all students.*



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Volunteers are the heart and driving force of AFS.

Volunteers, who often are teachers themselves, are a valuable source of contact, information and support for schools.

- One of the roles of AFS volunteers is to be present in the community to support students, schools, and host families, and to help ensure that all involved have the best experience possible.
- AFS volunteers are able to support the participant, host family and school locally if any problems arise.
- AFS volunteers from the local community can visit the school and provide information about AFS exchanges.



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AFS volunteers and staff support participants, including host families and schools.

Schools can call on staff or volunteers if there is a problem and will obtain compassionate culturally sensitive assistance.

- A volunteer liaison is responsible to support each student's host family and school experience.
- Many AFS Schools host every year and know the local AFS volunteer school contact.



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Members of the AFS Network can become part of a lifelong global community.

Being part of the AFS Network will forever enrich student's lives and their understanding of the world.

- Hosted AFS participants and students who have returned from experiences abroad, can contribute substantially to the curriculum, social environment, and school community.



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All who participate in AFS experiences learn to know themselves better.

As families and students learn more about their culture and themselves, their maturity and understanding will have a positive influence on other students and families.

- Schools struggling with tensions among diverse domestic groups can use dialogue and experience with an international visitor to help students learn to respect and value differences.



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Members of our global community are able to enhance their personal and professional growth through the AFS Network.

Students with experience in intercultural learning bring new ideas, customs and attitudes, creating an opportunity to enrich educational experiences for other students and teachers.

- Many adults still remember the exchange student who was in their high school class.
- Interactions with exchange students can lead to students developing new perspectives on international events.



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AFS is a recognized leader in international exchange and intercultural learning.

Schools will benefit from AFS' experience and expertise when working with students to help them adjust to the new school and culture.

- AFS local support liaisons are responsible to ensure that the school experience is going well for both student and school community.
- Over the years, much material has been developed by AFS on how schools can integrate exchange students and help to ensure that many students in the school are learning from the exchange.



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Role Plays

- The Gatekeeper
- The Overburdened Volunteer
- The Chatty Cathy

The Gatekeeper

You, an AFS Volunteer, have verbal permission from Mr. Friendly, the Principal at your local High School, one of several in the local district, to enroll an exchange student into the school for SH12. However, Mr. Friendly has no authority to sign your PAF, you must have the Superintendent of the District sign the form.

Mrs. Stern, the Administrative Assistant to Mr. Neveravailable, the Superintendent, is less than helpful on the phone and while she says someone will get back to you, so far you have not heard from anyone.

Placement deadline is in 2 weeks, knowing YOU ARE THE BRAND and using the messaging map, what is your strategy and your next move – how will you get through to

THE GATEKEEPER?

The Overburdened Volunteer



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You, an AFS volunteer, are tired having spent 2 hours last night on a support case in which you think you made very little headway with the student or the host family. Both of them having dug in...and this weighs heavily on your mind, given you still have welcome families to replace.

You leave tomorrow morning for an AFS conference, so you had to take a day off of work, and are looking at a very long day in the office combining two days into one, and are running late this morning due to your worry over replacement families and a possible student move.

Your phone is ringing and you recognize the number – it's the High School Guidance Counselor's number - the High School in which you placed Carlo, an exchange student from Brazil. After many years of trying – you finally got this school to accept a student – you figure this can't be good...

Knowing – YOU ARE THE BRAND – what do you do, and using the messaging map, what do you say as

THE OVERBURDENED VOLUNTEER?



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The Chatty Cathy



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You, an AFS Volunteer, are meeting with several Educators in your district at their Board meeting right now. This isn't the first time you have been asked to meet with them, but you have always left their meetings a bit deflated having heard their views on exchange students. In fact, after the last meeting, two years ago, they decided to take a break from allowing exchange students into their schools, but are willing to talk with you at this time.

There are several Board members who are adept at story telling – all the stories in which they have issues with exchange students. In fact, Mr. Opinionated is telling everyone how his school has 37 languages already walking the hallways and why would he welcome a 38th, to which Mrs. Hadquiteenough begins talking over him regarding the budget cuts seriously affecting her school and how can she afford to have an exchange student, while Mr. Nevergetoveranything is complaining about how much time it takes for a student with bare minimum English language skills to become a functioning part of the classroom.

Taking a deep breath, knowing YOU ARE THE BRAND and using the messaging map, how do you answer

THE CHATTY CATHY?



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Things to Remember...



- Define your goal before the call
- Listen and affirm concerns
- Draw on personal experience – YOU ARE THE BRAND!
- Make a follow up appointment – in person or by phone
- Plan for the follow up in the same way as the first call

And Always...

First you say it ~ then you do it!



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For the latest video....

- Go to YouTube
- AFSTV
- <http://www.goodeyevideo.com/video/AFS-AmbassTrailer-AFS-FINAL-YouTube-HD..mov>
- Enjoy!



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Thank You!



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