

JANUARY

NATIONAL — Activities for Staff School Relations

Create a list of templates to use for advertising in school newspapers and websites

AFS Events & CBO Outreach

Send second thank you email message to community based organizations (CBOs) targeted in the summer of 2011 to reinforce the partnership between us

Traditional Media Relations

Update the Media Guide for Team Development Specialists (TDS), Hosting staff and volunteers

Create 2012 Campaign concept

Reprint Hosting brochures, booklets, tear offs and posters

Create Recruitment Calendar and flash drives with latest AFS videos

Digital Marketing

Adjust and optimize paid search (Google/Yahoo/MSN) investment for maximum conversions and geotargeting as needed

Finalize Lead Management Module in Global Link

Create application for web search of student biographies

Overhaul Hosting landing page on afsusa.org

Send emails to internal resources and host family leads in Global Link

Recognition

Send thank you letter to host families from AFS-USA President (semester departure)

Recognize outstanding volunteer work in weekly Hosting News emails

LOCAL — Activities for Volunteers

School Relations

Create placement goals for schools for 2012

Collect relevant school information on School Profile Form on the Wiki

Secure hosting slots

Identify, recruit and train School Representatives

Conduct classroom and parent group presentations

Place ads in yearbooks, newsletters, bulletins and websites

Contact school officials (clubs, language teachers, guidance counselors, etc.) for referrals

AFS Events & CBO Outreach

Hold Post-Arrival Orientations; invite new hosted students and families, new returnees, and potential new volunteers

Hold Mid-Year Orientations; ask hosted students to recommend new host families

Post local events on AFS and team websites

Hold AFS events like dessert nights/socials and info nights for potential host families, and invite current and past host families

Run info tables at libraries, bookstores and other suitable locations

Schedule and hold a series of hosting presentations at community and faith-based organizations

Post AFS posters in grocery stores and suitable locations

Request booths for spring and summer fairs

Traditional Media Relations

Use press release template to announce local campaigns to recruit host families

Announce upcoming info nights on community calendars, local news stations, cable TV, newspapers, magazines and websites

Place hosting ads in community, arts and faith-based organizations' newsletters

Place hosting ads in community, arts and faith-based organizations' newsletters

Digital Marketing

Create and finalize team websites

Lead Management & Conversion

Roll over all viable SH leads

Call all NH future leads

Call all new hosting inquiries within 24 hours

Update contact log in Global Link for new leads within 72 hours of contact attempt

Update TDS or Hosting staff with lead contact information at least once per week

FEBRUARY

NATIONAL

School Relations

Pull list of schools from Global Link that send and do not host, but have capacity to host

Identify and contact schools who have hosted in past 5 years

Calendarize school outreach plan

Post new templates for ads on the Wiki

AFS Events & CBO Outreach

Research partnerships with organizations supportive of AFS mission

Work with TDS teams to target messaging and direct contact with CBOs

Begin upload of CBO data to Global Link

Create web banner ads and links to CBO websites where relationships have been established

Traditional Media Relations

Drop ship 2012 Campaign packets to hosting volunteers, team chairs, TDS and Hosting staff

Conduct national and regional media push for Host Family Appreciation Month (March)

Reinforce Campaign messaging in all print materials and website

Pitch public service announcements (PSAs) to media outlets

Digital Marketing

Adjust and optimize paid search (Google/Yahoo/MSN) investment for maximum conversions and geotargeting as needed

Finalize Lead Management Module in Global Link

Create application for web search of student biographies

Review inner pages of Hosting section of afsusa.org; make changes as needed

Send emails to internal resources and host family leads in Global Link

Recognition

Recognize outstanding volunteer work in weekly Hosting News emails

LOCAL

School Relations

Identify school contact person

Invite hosted students to give classroom presentations at middle schools

Mail host family recruitment materials to honor roll students, and ask them to host

Run info tables at school events

Collect relevant school information on School Profile Form on the Wiki

Secure hosting slots

Identify, recruit and train School Representatives

Conduct classroom and parent group presentations

Place ads in yearbooks, newsletters, bulletins and websites

Contact school officials (clubs, language teachers, guidance counselors, etc.) for referrals

AFS Events & CBO Outreach

Plan events for Host Family Appreciation Month (March)

Post local events on AFS and team websites

Hold AFS events like dessert nights/socials and info nights for potential host families, and invite current and past host families

Run info tables at libraries, bookstores and other suitable locations

Schedule and hold a series of hosting presentations at community and faith-based organizations

Post AFS posters in grocery stores and suitable locations

Request booths for spring and summer fairs

Traditional Media Relations

Submit press releases for Host Family Appreciation Month events (March) to local media

Encourage hosted students to write letter-to-the-editor recognizing their host family and school for Host Family Appreciation Month (March)

Pitch community radio and TV talk shows to book students and families for Host Family Appreciation Month (March)

Announce upcoming info nights on community calendars, local news stations, cable TV, newspapers, magazines and websites

Place hosting ads in community, arts and faith-based organizations' newsletters

Pitch PSAs to local media outlets

Digital Marketing

Create and finalize team websites

Lead Management & Conversion

Conduct a phone-a-thon; ask local businesses to donate office phones to support your team event

Call all new hosting inquiries within 24 hours

Update contact log in Global Link for new leads within 72 hours of contact attempt

Update TDS or Hosting staff with lead contact information at least once per week

Recognition

Suggest hosted students give a Valentine to their host parents

MARCH

NATIONAL

School Relations

Discuss and plan hosted student contest/award/school campaign

Produce Global Classroom eNewsletter

AFS Events & CBO Outreach

Research partnerships with organizations supportive of AFS mission

Work with TDS teams to target messaging and direct contact with CBOs

Traditional Media Relations

Conduct national and regional media push for National Volunteer Week (April 15-21)

Distribute press release templates to volunteers publicizing hosted students' community service projects

Pitch PSAs to media outlets

Digital Marketing

Adjust and optimize paid search (Google/Yahoo/MSN) investment for maximum conversions and geotargeting as needed

Finalize Lead Management Module in Global Link

Create application for web search of student biographies

Send emails to internal resources and host family leads in Global Link

Recognition

Recognize outstanding volunteer work in weekly Hosting News emails

LOCAL

School Relations

Invite hosted students to give classroom presentations at middle schools

Mail host family recruitment materials to honor roll students, and ask them to host

Run info tables at school events

Collect relevant school information on School Profile Form on the Wiki

Secure hosting slots

Identify, recruit and train School Representatives

Conduct classroom and parent group presentations

Place ads in yearbooks, newsletters, bulletins and websites

Contact school officials (clubs, language teachers, guidance counselors, etc.) for referrals

AFS Events & CBO Outreach

Hold National Day of Service event (April 21)

Ask current host families to host AFS dessert nights/socials at their homes with friends and neighbors

Promote AFS at spring fairs and community events

Post local events on AFS and team websites

Hold AFS events like dessert nights/socials and info nights for potential host families, and invite current and past host families

Run info tables at libraries, bookstores and other suitable locations

Schedule and hold a series of hosting presentations at community and faith-based organizations

Post AFS posters in grocery stores and suitable locations

Request booths for spring and summer fairs

Traditional Media Relations

Submit press releases announcing outstanding volunteers and upcoming host family activities during National Volunteer Week (April 15-21) to local media

Pitch community radio and TV talk shows to book students and families for National Volunteer Week (April 15-21)

Place hosting ads in community, arts and faith-based organizations' newsletters

Pitch PSAs to local media regarding hosting and National Day of Service (April 21)

Digital Marketing

Create and finalize team websites

Lead Management & Conversion

Conduct a phone-a-thon; ask local businesses to donate office phones to support your team event

Call all new hosting inquiries within 24 hours

Update contact log in Global Link for new leads within 72 hours of contact attempt

Update TDS or Hosting staff with lead contact information at least once per week

Recognition

Hold a National Volunteer Week event (April 15-21); invite current, past and potential host families

APRIL

NATIONAL

School Relations

Distribute letter to the principal template to volunteers suggesting student and host family recognition at graduation

AFS Events & CBO Outreach

Send third email message to CBOs targeted in summer 2011 campaign

Traditional Media Relations

Distribute press release template to volunteers recognizing local high school personnel

Distribute Mother's Day letter-to-editor template to volunteers

Pitch PSAs to media outlets including National Day of Service (April 21)

Digital Marketing

Adjust and optimize paid search (Google/Yahoo/MSN) investment for maximum conversions and geotargeting as needed

Send emails to internal resources and host family leads in Global Link

Recognition

Recognize outstanding volunteer work in weekly Hosting News emails

LOCAL

School Relations

Invite hosted students to give classroom presentations at middle schools

Mail host family recruitment materials to honor roll students, and ask them to host

Run info tables at school events

Collect relevant school information on School Profile Form on the Wiki

Secure hosting slots

Identify, recruit and train School Representatives

Conduct classroom and parent group presentations

Place ads in yearbooks, newsletters, bulletins and websites

Contact school officials (clubs, language teachers, guidance counselors, etc.) for referrals

AFS Events & CBO Outreach

Hold National Day of Service event (April 21)

Ask current host families to host AFS dessert nights/socials at their homes with friends and neighbors

Promote AFS at spring fairs and community events

Post local events on AFS and team websites

Hold AFS events like dessert nights/socials and info nights for potential host families, and invite current and past host families

Run info tables at libraries, bookstores and other suitable locations

Schedule and hold a series of hosting presentations at community and faith-based organizations

Post AFS posters in grocery stores and suitable locations

Request booths for spring and summer fairs

Traditional Media Relations

Submit press releases announcing outstanding students' community service projects including National Day of Service (April 21)

Pitch community radio and TV talk shows to book students and families for National Volunteer Week (April 15-21)

Place hosting ads in community, arts and faith-based organizations' newsletters

Pitch PSAs to local media regarding hosting and National Day of Service (April 21)

Digital Marketing

Create and finalize team websites

Lead Management & Conversion

Call all new hosting inquiries within 24 hours

Update contact log in Global Link for new leads within 72 hours of contact attempt

Update TDS or Hosting staff with lead contact information at least once per week

Recognition

Hold a National Volunteer Week event (April 15-21); invite current, past and potential host families



Connecting Lives, Sharing Cultures

2012 Hosting Recruitment Calendar

MAY

NATIONAL

School Relations

Distribute letter-to-the-editor template to volunteers for hosted students thanking host families and schools

Send thank you letter to all high schools that hosted a student and ask for additional placement in the fall; send Placement Acceptance Form (PAF) with letter

Traditional Media Relations

Distribute Father's Day letter-to-the-editor template to volunteers

Provide media support in selected markets

Pitch AFS stories to media

Pitch PSAs to media outlets

Digital Marketing

Adjust and optimize paid search (Google/Yahoo/MSN) investment for maximum conversions and geotargeting as needed

Send emails to internal resources and host family leads in Global Link

Recognition

Recognize outstanding volunteer work in weekly Hosting News emails

LOCAL

School Relations

Encourage hosted students to submit farewell letter to school newspaper

AFS Events & CBO Outreach

Promote AFS at summer fairs and community events

Post local events on AFS and team websites

Hold AFS events like dessert nights/socials, info nights, and End-of-Stay and D-Day activities, and invite current and past host families

Conduct host family orientations and invite current or past host families to speak

Update TDS or Hosting staff with lead contact information at least once per week

Traditional Media Relations

Encourage hosted students to submit a farewell letter-to-the-editor thanking their host families and schools

Encourage hosted students to submit a Father's Day letter-to-the-editor

Submit press releases about End-of-Stay activities

Lead Management & Conversion

Call all new hosting inquiries within 24 hours

Update contact log in Global Link for new leads within 72 hours of contact attempt

Update TDS or Hosting staff with lead contact information at least once per week

Recognition

Deliver baked goods to staff at high schools

Hold host family recognition event and distribute host family certificates

JUNE

NATIONAL

AFS Events & CBO Outreach

Send fourth email message to CBOs targeted in summer 2011 campaign

Traditional Media Relations

Distribute farewell letter-to-the-editor template to volunteers for hosted students to thank their host families and schools

Provide media support in selected markets

Pitch PSAs to media outlets

Digital Marketing

Adjust and optimize paid search (Google/Yahoo/MSN) investment for maximum conversions and geotargeting as needed

Send emails to internal resources and host family leads in Global Link

Recognition

Recognize outstanding volunteer work in weekly Hosting News emails

LOCAL

School Relations

Encourage hosted students to submit farewell letter to school newspaper

AFS Events & CBO Outreach

Promote AFS at summer fairs and community events

Post local events on AFS and team websites

Hold AFS events like dessert nights/socials, info nights, and Arrival activities, and invite past host families

Conduct host family orientations, and invite past host families to speak

Update TDS or Hosting staff with lead contact information at least once per week

Traditional Media Relations