

A strategic marketing **Game Changer**
how we can grow RYE in USA, Canada & the world

Why should we grow RYE?

The 4th objective of Rotary:
"the advancement of international understanding, goodwill and peace"... one exchange at a time.

What I hear from our overseas exchange partners

We have a large interest from students that want to go to English speaking countries, but USA, Canada, etc. don't seem to be increasing the number of students they send.

Key frustration with Rotary YE in USA & Canada (and maybe other countries too?)

Rotary have the by far the best exchange program, and we charge next to nothing... But many districts and clubs can't find enough host families and outbounds!

What if we could dramatically increase the number of outbounds from the US and Canada?

Where D6690 came from

Very successful YE program overall

Successful at recruiting outbounds and clubs, but it takes a LOT of volunteer work

We would love to have more applicants to chose from

What we did...

Thinking outside the box

- What the students receive from us: Room, board, tuition, and a small monthly stipend
- What we charge for the above: Nothing!

Room, board, tuition, monthly stipend... what does that remind you about?

a scholarship!

Rebranding idea

Old: Rotary Youth Exchange

New: the Rotary Youth Exchange Scholarship

Before you decide if Rotary YE can really be described as a scholarship...

This was not an easy decision...

**Before we took the leap:
12 months feedback on the scholarship idea**

- Of course it's a scholarship!
- Rotarians that are new to Youth Exchange
 - School officials (superintendents, principals, school counselors, and teachers)
 - Parents and students
 - Everybody else
- Uncomfortable with the idea
- Some Rotary Youth Exchange veterans

What clinched the deal

"Walter, the only reason you're asking me if it's a scholarship is that you have given it away for free for 50 years. Room, board, and tuition is the very definition for a full ride scholarship and you're even providing a monthly stipend!"

Dr. John Kellogg - Superintendent Westerville Schools

**Establishing value:
What does high school abroad cost?**

Two main choices:

1. Other exchange programs (AFS, etc.): \$10,000 - \$53,000
2. International boarding school: \$35,000 - \$55,000

Other scholarships for overseas high school?

**web search:
scholarships for overseas high school studies**

Tuition \$14,000 → High School Study Abroad Scholarships | CIEE High School ...

Tuition \$15,500 → Study Abroad Scholarships | AFA, LALA | AFA, LALA ...

Tuition \$51,300 → School Year Abroad - Scholarships & Aid ...

See next page → Congress-Kauffman Youth Exchange (CKYE) ...

Study Abroad Scholarships, Study Abroad Financial Aid ...

**the CBYX scholarship paid for by...
the US and German taxpayers!**

Slightly better financially than the Rotary Youth Exchange Scholarship (domestic flight and monthly stipend are not included)

250 awarded each year

1 chance in 33 to be accepted!



the Rotary Youth Exchange Scholarship

Included

- Room and board (homestay)
- School tuition
- Small monthly stipend
- Airport transfers on arrival and departure (students are met at the airport by a program representative)
- 24-hour worldwide emergency assistance throughout the program
- Pre-departure and in-country orientations

Not Included

- Program fee (\$950)
- Airfare and travel fees (note: airline tickets must meet strict Rotary guidelines for safety reasons)
- Travel and medical insurance
- Passport and visa application fees
- Personal expenses (e.g., toiletries, clothing, internet, calling card, club fees, activities)
- School expenses (e.g., uniform, lunches, supplies, bus pass, transport to and from school, school activities, language lessons, etc.)
- Free-time travel, pocket money
- Any other item not specified

Why brand YE as a scholarship (club perspective)

Rotary clubs get the bragging rights of awarding a BIG scholarship:

1. They get great PR in their community
2. The members feel good about being part of the club (helps membership recruiting)
3. It makes it easy for the club to approach their schools

Why brand YE as a scholarship (everybody else)

- School counselors, teachers, and principals love scholarships, so they become our champions
- Parents and students love scholarships, and they look great on resumes
- Because the students have received a scholarship, we can require more from them

What we expected

the rebranding will take at least 2-3 years before any real impact.

The result 8 months after starting the rebranding

- 100% acceptance by all students and parents
- 100% acceptance by Rotarians and Rotary clubs
- 6 clubs that refused to sponsor outbound exchange students totally changed their minds and are now bragging about the scholarships they have awarded
- Several school counselors that use to be against RYE are now champions of the Rotary Youth Exchange Scholarship
- 100% of exchange scholars secured all host families for the inbound students
- 100% of exchange scholars have written their schools telling about the scholarships they received
- Dramatic increase of media coverage
- New interest from school officials

Scholarship brand = game changer

PR: Newspapers, Radio, the web, school papers, FaceBook, Twitter, teachers, principals, Rotary clubs,
PR by students, PR by clubs, PR by districts

Search Engine Optimisation (SEO) USA and Canada

Sample Press Release (available scholarship)

_____ Rotary Club Announces Youth Exchange Scholarship

The _____ Rotary Club is proud to announce that it is offering the prestigious Rotary Youth Exchange Scholarship. Annually, 8,000 students between the ages of 15 and 18.5 years old participate in this program worldwide. This is for the 20xx-20yy academic year.

In addition to the scholarship program, _____ Rotary Club is also offering a short term, family-to-family summer exchange program for high school students.

For more information, please contact (insert YEO's name/te/email).

<http://www.rye6690.org/>

Posted Date: MM/DD/YYYY

Sample Press Release (awarded scholarship)

(club name) Rotary Club awards full Youth Exchange Scholarship

The (club name) Rotary Club is proud to announce that it has awarded the prestigious **Rotary Youth Exchange Scholarship** to (student name) from (school name) High School.

The scholarship covers room, board, tuition, and a monthly stipend for one academic year of overseas high school studies.

In (month), (year), (student's first name) will be leaving for (country). Between now and his/her departure, he/she will be involved with extensive language training and preparation to be immersed in his/her new culture. Annually, about 1800 US students between the ages of 15 and 18.5 years old participate in this program.

For more information, please contact (YEO) at (email) or (website)

Posted Date: (mm/dd/yyyy)

1st student letter to school principal, counselor, language teacher, and favorite teacher

Dear [principal, teacher, counselor, etc],

I have some fantastic news! I am writing to inform you that I am a recipient of the *Rotary Youth Exchange Scholarship*. It covers room, board, tuition, and a monthly stipend for overseas high school studies, so I will spend the next school year abroad, living with three different host families over the course of the year. Since the scholarship is for a High School exchange program, I will be attending the local High School in my host country. Although this will mean a year away from [your high school], I am very excited about this international opportunity.

There are many benefits to the Rotary Youth Exchange Program. I will be meeting students from all over the world. I will be learning and using a foreign language in order to prepare for my experience. I will be immersed in another culture, which will be both challenging and exciting. Most importantly, it will provide me with a global perspective and allow me to serve as a student ambassador for [Ohio] and the United States.

There are also many expectations and requirements of the three-year program. The first (current) year is one of preparation and evaluation. This includes monthly weekend retreats sponsored by Rotary District 6690 where I will meet other inbound and outbound exchange students and work on service projects in local communities. The second year will be spent abroad in my host country. The final year will require me to process and share my experiences as I help other students prepare for their entry into the program.

I will be required to write four essays or papers summarizing my journey. I will also be expected to make oral presentations to

1st letter from district chair to school principal

Dear Principal [name],

I am pleased to inform you that your student, [Rowan Sharkey], has applied for and been selected to receive Rotary District 6690's Youth Exchange Scholarship. [Rowan] received this merit based scholarship thanks to the work and generosity of the [Westerville Sunrise Rotary club].

This full scholarship covers the cost of room, board, tuition and a monthly stipend for one academic year of high school studies abroad. Annually, about 1800 U.S. students between the ages of 15 and 18.5 years old participate in this program.

Since August, the scholarship applicants have been meeting monthly with inbound exchange students for screening, training, and sharing of cultural experiences. [Rowan] has just recently been matched to [Japan]. Between now and [her] departure in August, [Rowan] will be involved with extensive language training and preparation to be immersed in the [Japanese] culture.

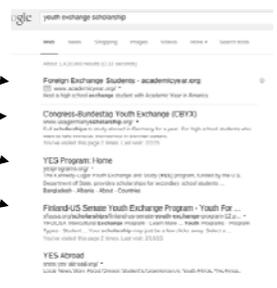
Please join the Westerville Sunrise Rotary club in congratulating [Rowan Sharkey]. It is a special student that considers and is selected for this prestigious scholarship. [She] will serve as an ambassador, expected to well-represent his school, community, country, and Rotary.

If you know of other students who might be interested in applying for this scholarship, please pass along the information, or direct inquiries to <http://me6690.com>.

**SEO: youth exchange scholarship
600+ yearly searches from the USA**

Rotary have by far the largest program
We should be on top!

- Ad for host families
- 250 scholarships
- 65 scholarships
- Summer program & \$3,000 fee



Why the scholarship brand?

Rotary and we Rotarians need more PR. Just think about the power of us spreading the word about the 2,000 scholarships we award every year.

Why grow the number of outbounds?

We all have seen how much a single student can do for international understanding, goodwill, and peace.

Every additional outbound creates an opportunity for an inbound.

the Game Changer

If a majority of districts in USA and Canada adopted the Rotary Youth Exchange Scholarship branding, I believe we can double the number of outbounds from 2,000 to 4,000.

This means 4,000 additional Rotary goodwill ambassadors every year!

Thank you!

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