

Marketing Rotary Youth Exchange as a scholarship

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the 4 BIG marketing challenges we solved

Rotary clubs

Schools

Outbound students

Host families

**The Scholarship Brand is not the “silver bullet”...
...It’s a VERY good tool.**

It only works if you:

1. Get buy in from the district leadership
2. Tell people about it - promotion!

What we hear from our overseas exchange partners

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

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

Each of those outbounds would create an additional inbound...

Where D6690 came from

Very successful Youth Exchange program overall

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

What we did...

Thinking outside the box

What the students receive from us: Room, board, tuition,
and a monthly stipend

What we charge for the above: Nothing!

Full-ride scholarship Definition (Google):

Covers tuition, books, room and board, and sometimes even living expenses

Rebranding idea

Old: **Rotary Youth Exchange**

New: **the Youth Exchange Scholarship**
provided by your local Rotary club

the Youth Exchange Scholarship (D6690)

Included

Room and board
School tuition
Monthly stipend

Not Included

Program fee (\$950)
Airfare and travel
Insurance
Passport & visa
Misc.

Who's really paying for the scholarship?

Our overseas partners:

Rotary districts

Rotary clubs

Rotarians

Schools

Host families

Private donors

What is it worth?

Using Berlin as an example

A one room flat: €990/month

€100/month stipend

€30/day for food

€21,890 Euros = **\$24,079**

plus school tuition, etc., etc.

Before you decide if Rotary Youth Exchange 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

Another great youth exchange scholarship...

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

Slightly better financially than the Youth Exchange Scholarship

250 awarded each year

1 chance in 33 to be accepted!



The screenshot shows the website for the Congress-Bundestag Youth Exchange (CBYX) program. The header features the program's logo, which includes a stylized American and German flag, and the text "Congress-Bundestag Youth Exchange". To the right, it says "FULL SCHOLARSHIPS TO STUDY ABROAD IN GERMANY" with a map of Germany in the background. A navigation bar below the header lists: "ABOUT THE PROGRAM", "APPLICATION & SELECTION", "PARENTS/EDUCATORS", "POST SECONDARY PROGRAMS", and "NEWS".

The main content area is divided into three columns:

- APPLY ONLINE:** "Please select your state in order to be directed to your regional organization." Below this is a dropdown menu labeled "Select a State".
- GET MORE INFO:** "Connect with your regional organization to find out more about the program." Below this is another "Select a State" dropdown menu.
- HOST A STUDENT:** "Make intercultural learning a family experience! Regardless of whether or not you study abroad in Germany, your family can host a Congress-Bundestag Youth Exchange Student in Germany." Below this is a "Learn more" button.

On the right side of the main content area, there is a large image of two young people smiling, with the text "Full Scholarships to Study in Germany" overlaid. Below this image are two sections:

- NEWS:** A small article titled "U.S. Department of State Selects German CBYX Student of the Year".
- PROGRAM OVERVIEW:** A short paragraph stating: "The U.S. State Department funded Congress-Bundestag Youth Exchange Program (CBYX) is for motivated high school students."

Why Rotary clubs like the Youth Exchange Scholarship brand

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/retention)
3. It makes it easy for the club to approach their schools

Why everybody else likes it

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 (including recruiting host families)

What we expected

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

D6690: 20 months after starting the rebranding

1. 100% acceptance by Rotarians, Rotary clubs, school official, students and parents
2. Highest number of exchange students in at least 20 years (34% more than last year)
3. 100% of our scholarship recipients secured all host families for the inbound students

More results:

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 youth exchange are now champions of the Youth Exchange Scholarship
Dramatic increase of media coverage

**Will the Youth Exchange Scholarship brand
work in your district?**

Yep, but it only works if...

1. You get buy in from your district leaders
2. You promote it

Hi Walter,

I have only used the flyer in one location in our district. Now I am afraid to use it again.

In a small tourist town with a total high school population of around 500, I have four potential applicants for next year. Had no applicants from that town in several years...

Paul Reagan

D6110 (Arkansas, USA)

Why focus on outbounds?

Every additional outbound creates an opportunity for an inbound.

Outbounds and their parents are great at finding host families

Rotary Youth Exchange worldwide last 5 years

Around 8,000 exchanges each year
(between 7,400 and 8,700)

If a majority of districts in USA, Canada, Australia adopted **the Youth Exchange Scholarship brand**, I believe we can increase the number of outbounds by 1,000+

This means 2,000+ additional exchanges every year!

This would put us over 10,000 exchanges worldwide!

Marketing materials on the NAYEN conference website...

The flyer

1. PDF version
2. Editable version (PPT)
3. Word document to print club info on printed flyer



The Youth Exchange Scholarship provided by your local Rotary Club



Valued at over \$24,000: Room, board, tuition, and monthly stipend for a high school year abroad.

HAVE YOU ALWAYS DREAMED OF...

- ▶ TRAVELING THE WORLD?
- ▶ LIVING IN ANOTHER COUNTRY?
- ▶ BEING FLUENT IN ANOTHER LANGUAGE?

Two Programs Available:

1. The Youth Exchange Scholarship (one academic year)
2. The Short Term, Family-to-Family Summer Program

THE YOUTH EXCHANGE SCHOLARSHIPS ARE MADE POSSIBLE BY THE GENEROSITY OF OUR OVERSEAS PARTNERS AND LOCAL ROTARY CLUBS IN ROTARY DISTRICT 6690 (CENTRAL AND SOUTH EAST OHIO). QUALIFIED APPLICANTS MUST BE AGES 15-18 ½ AT THE TIME OF DEPARTURE. THE SCHOLARSHIPS COVER ROOM, BOARD, TUITION, AND A MONTHLY STIPEND FOR ONE ACADEMIC YEAR. THE STUDENT/FAMILY PAYS FOR THE AIRFARE, INSURANCE, AND SOME OTHER FEES.

Rotary  rotary youth exchange WWW.RYE6690.ORG
or contact your local Rotary club

PR Templates:

Press release - Scholarship available

Press release - Scholarship awarded

Student's letter to school officers

District Chair's letter to school principal

Power Point:

Club presentation and Youth Exchange video

Thank you!

for questions, please contact: Walter Lundstrom
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Youth Exchange Scholarship PR ideas

PR: Newspapers, Radio, the web, school papers, FaceBook, Twitter, teachers, principals,

PR by students, PR by clubs, PR by districts

PR within your Rotary district