

SAMPLE EMAIL BLAST to RECRUIT HOST FAMILIES

Susquehanna Township Rotary Club

Sent by Linda Spotts

I am reaching out to all HRP members in search of a family (with children, without children or empty nesters) residing in Susquehanna Township to host a Rotary Exchange Student from France. The student has completed seven years of English in his home country, is a science honor's student, was elected by his peers as class representative two years in a row, and he started up a school service club last year. He currently is enrolled as a senior in the Susquehanna Township High School. If you or someone you know would have an interest in hosting an exceptional exchange student from France for 12-14 weeks, please forward me contact information for follow-up. Thank you in advance for your help - it is greatly appreciated.

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Crosswinds Consultants
Cell: 717-329-6635

The above email blast to find a host family for our 2012-2013 Inbound went to over 350 members of the Human Resource Professions of Central PA. In the same day I received 4 responses (1 from an individual in our school district who lived one block away from the high school).

The above email blast was modified a few months later and sent to the tenants in my office building. Within 15 minutes of the email blast, Wendy walked into my office and said she and her husband have hosted students from their church program and would love to host our Rotary student. When can they start. This turned out to be a perfect family, as they had half of their home set up as an apartment for when their relatives visited such that when our Inbound's parents, sibling and grandmother visited, Wendy offered to have the family stay with them.