

SAMPLE TIMELINE FOR MARKETING OUTBOUND PROGRAM TO HIGH SCHOOLS

Gettysburg Rotary Club

1. Visit School(s) Twice
 - Spring – Late April or early May of the year applications are due to District
 - Autumn – 2nd or 4th week in September of the year applications are due to District
2. Have Guidance/Counselor's Office give you a time to meet with students
 - First period in the morning or a flex period
3. Have school announce your arrival
 - One week prior to your arrival and
 - During morning announcements day of visit
4. If your club is hosting an exchange student or if you have a Rotex nearby, have him/her present during your presentation to students.
5. Suggested contents for your meeting with students:
 - a. Pass a sheet for students to sign – name, phone number & email
 - b. Tell them a little about ROTARY
 - c. Why ROTARY is in Youth Exchange
 - d. Year long program (10-12 months)
 - e. Multiple host families – typically 3 in a 10 month period
 - f. High School based program – must attend high school
 - g. Safe because of ROTARY support network and RI Student Protection Policy
 - h. Incredible preparation through orientations provided by District 7390 Rotary Youth Exchange Committee trainers
 - i. Provided an allowance (stipend) by hosting Rotary club – varies by Rotary district and club
 - j. Approximate cost to family – \$7500 and may be higher depending on the roundtrip airline costs to country selected. Estimated cost includes, health insurance, personal liability insurance, application fee, district fee, ESSEX fee, visa, roundtrip airline, district events to prepare Outbounds and materials.
6. Process– application, club interviews (mid-September- to first week in October), District Interviews and Selection (typically 2nd Saturday in November at York County Technical High School), Country Placement Announcement (January at Holiday Gathering), Club Acceptance in Host District (sometime between January and May), Orientation (November - April), departure (July-August) and return (June-July of following year), Re-Entry at Dickinson College (typically 2nd Saturday in August – a month or so after their return)

Note: It is critical to get the dates/times of school visits approved by school as much in advance as possible and to conduct the spring and fall visits each year.