Area Team Sending Plan Template

Purpose: The Sending Plan Template is a document to help Sending Coordinators and other volunteers plan and prioritize Sending tasks for the upcoming cycle. While it is primarily a tool for the volunteer, it also communicates goals to your TDS and Study Abroad Specialist so there is a reference point for checking in throughout the cycle.

Tips for use: Be clear and specific in your goals for the coming year. For example, instead of saying "increase recruitment activities," list the recruitment activities you intend to hold, along with the volunteers who plan to be the main contacts for that activity. If you do not intend to make any changes in a certain category but wish to maintain the same level of activity, then indicate so on the sheet.

The accompanying calendar is a good reference document as you fill out this template – it is a visual representation of peak times for Sending activities throughout the year.

MyAFS Help and Learning is a great resource! **It's your oneP   stop starting point to get answers.**

Goal Setting: The expectation that your team meets or exceeds this year's sent out number for your area, and strives to meet or exceed the four-year average for core program participants (not Sponsored Programs).

**FILL OUT THE FOLLOWING FIELDS:

Area Team's TDS and contact info: Click here to enter text.

Study Abroad Specialist and contact info: Click here to enter text.

	GOAL-SETTING		
	4 Year Average	Last Year	Goal for this year
NH			
SH			

		Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
RECRUITMENT	NH Recruitment	Focus primarily on year & semester programs						Focus primarily on summer programs					
	NH Lead Management		███	███	███	███	███	███					
	SH Recruitment	███	███							███	███	███	
	SH Lead Management	███	███								███	███	███
	Interviews	SH				NH					SH		
PREPARATION & RETENTION	Applicant mentoring	███	███								███	███	███
	Applicant Support			SH						NH			
	Fundraising Support									███	███	███	███
	Pre-Departure Orientations									███	███	███	
	Core Program Interviews									███	███	███	
VOLS	Volunteer Training		███	███	███	███	███						
	Returnee Engagement	███	███										███
SPONSORED PROGRAMS	SP Application Deadlines					NSLI-Y	CBYX	YES					
	SP Interviews/Selection						███	███	███				
	SP Winners Announced								CBYX	NSLI-Y/YES			

** Application deadlines occur on a rolling basis. All programs are first come, first serve. **

1. **STUDENT RECRUITMENT**: BEST PRACTICES

Best practices:

- Acquire AFS marketing materials
- School outreach and presentations
  - Email schools and follow up with a call
- Tabling events
  - School concerts, sporting events, report card pick-up, school conferences, curriculum night, farmers market, local festivals, college fairs, international fairs,
- Post to social media and; Look for templates on MyAFS News- Drumbeat
- Submit press releases
- Hang AFS flyers around town- libraries, stores, restaurants, coffee houses, etc.
- Coordinate an AFS Info Night - Invite schools, volunteers, and sending leads
- Promote programs to volunteers, host families, communities, organizations, etc.

Alert volunteers and students about opt-in text messaging

2. **PREPARATION:** BEST PRACTICES

Preparation = Get started, Applied, and Next Steps

Best practices:

- Call and offer support to student applicants and their parents (natural families)
- Click on the MyAFS Sending widget to encourage students to complete Get Started phase in portal
- Invite student applicants to local area team events
- Introduce and match returnees to students
- Introduce and match returnees' parents to applicants' natural families
- Give AFS swag: local t-shirts, sunglasses, highlighters, etc.
- If your team has NSLI-Y/YES/CB/FOA interviews, please support volunteers

3. **RETENTION:** BEST PRACTICES

Retention = Review, Accepted and Get Ready

Best practices:

- Send the fundraising guide and sponsor an AFSer link to student and natural families
- Offer suggestions on how to raise funds for student's program
- Support PDO volunteers
- Continue communicating and supporting student applicants and natural parents

4. **VOLUNTEER DEVELOPMENT**: BEST PRACTICES

Best practices:

- Contact all area team registered volunteers to join the sending team
- Invite returnees and natural families to get involved
- How do the volunteers want to communicate and how often?
- Keep the sending volunteers in the loop regarding new programs and scholarships
    - Email, call, group texts, newsletters, social media, google docs, etc.
- Send online trainings to new sending volunteers
- Train and mentor new sending volunteers
    - Sending Overview
    - Sending Programs Overview
- Engage returnees- give returnees special tasks to do for your team; scavenger hunt, holiday party, mentoring, etc.

1. **STUDENT RECRUITMENT**: TEAM WORKPLAN

Let's Find Students		What/How	Who /When
	1.		
	2.		
	3.		
	4.		
	5.		
	6.		
	7.		
	8.		

2. **PREPARATION:** TEAM WORKPLAN

Mentoring Applications		What/How	Who /When
	1.		
	2.		
	3.		

Interviews		What/How	Who /When
	1.		
	2.		
	3.		

3. **RETENTION:** BEST PRACTICES

Fundraising		What/How	Who /When
	1.		
	2.		
	3.		

Scholarships		What/How	Who /When
	1.		
	2.		
	3.		

PDOs		What/How	Who /When
	1.		
	2.		
	3.		

Support Student and Natural Family Until Departure		What/How	Who /When
	1.		
	2.		
	3.		

4. **VOLUNTEER DEVELOPMENT**: BEST PRACTICES

	What/How	Who /When
Volunteer Recruitment	1.	
	2.	
	3.	
	4.	
	5.	

	What/How	Who /When
Volunteer Training	1.	
	2.	
	3.	

Volunteer Communication		What/How	Who /When
	1.		
	2.		
	3.		

Returnee Integration		What/How	Who /When
	1.		
	2.		
	3.		
	4.		
	5.		
	6.		
	7.		

5. **DEPARTURE**

	What/How	Who /When
Recognize Your Impact	Set expectations for students to engage with local volunteer team upon return	As students depart
	Celebrate your hard work! Recognize that the students who are currently embarking on the adventure of a lifetime, and you were an integral part of that journey. The seeds you have sown will last a lifetime. Take time to feel good about your accomplishments this cycle.	After all NH students depart