Welcome to your Recruitment Campaign in a Box!

We want to see all our educators successful in their recruitment endeavors.

To this end we are supplying you with these handy, tried and true guidelines to help you through the process.
Pre-Meeting Promotion Checklist

- Ask your Program Manager if they can attend your meeting in person or via Skype
- Order your informational meeting materials folders from your Program Manager
- Hang up the **printable informational meeting posters** at your school at least two weeks before meeting date
- Print out the sign-up sheet

**TIP** | Chose a meeting date that does not conflict with other activities!
Pre-Meeting Promotion Checklist

- Let students know when the meeting is and get them pumped about the program
- Send out emails to co-workers to promote the program in your school

TIP | Don’t forget about our referral program! Learn More!
During the Meeting Checklist

- Make sure that everyone signs in and puts down their information on the sign in sheet
- Play the Xperitas Presentation
- Answer any questions that parents have with the assistance of your Program Manager (in person or via skype)

**TIP** | Make sure that you capture email information on sign in sheet!
After the Meeting Checklist

- Email students and parents from the sign-up sheet with the email templates provided
- Hang up the Destination Posters and leave them up until Final Enrollment Date
- Hold another Informational Meeting later if needed

**TIP** | Chose a pre-packaged recruitment campaign from the kit.
Spring 2021 Campaign
Spring Recruitment Campaign Flow

Target language students, parents, and caregivers

- Meeting Announcement
- Meeting Reminder
- Thank You for Attending
- Sorry We Missed You
- Enrollment Deadline Reminder

Teaching Colleagues

- Meeting Announcement
Pre-Meeting Promotion Email

Send out this pre-meeting email to all target language students, parents, and caregivers

Hola/Bonjour/Hallo/你好，

In <MONTH of YEAR> I am traveling with a group of students on a language immersion program to <DESTINATION>, and I would like for you to consider joining us! On our program, you will be fully immersed in the culture, practices and the <LANGUAGE> language. We are partnering on this program with Xperitas, a nonprofit organization who has been organizing authentic language immersion experiences like this one for over 45 years.

And if you want to nerd out for a bit, watch this video about the benefits being bilingual. True language immersion, like what we will experience on our program to <DESTINATION>, will set you on the right path!

Stay tuned for more details about the program to <DESTINATION>!

Saludos/Cordialement/Grüße/祝好，

<Your Name>
Hola/Bonjour/Hallo/你好 Co-teachers,

I wanted to reach out to you today to see if you would consider helping me promote our upcoming immersion program to <DESTINATION> in your classroom. We are partnering on this program with Xperitas, an educational nonprofit organization who has been organizing authentic language immersion experiences like ours for over 45 years. This program promises to be a transformative, intercultural experience for all students who participate.

If you have time, you could share this video from Xperitas? Please tell your students they can come to me with any questions.  
Xperitas Immersion Experience Video | Xperitas France Video | Xperitas Spain Video | Xperitas Germany Video | Xperitas Costa Rica Video  
Xperitas Panama Video

We are also planning an informational meeting for interested students and their parents. Here are the details for that:  
Date: Time: Location:

Thank for your help in promoting this wonderful intercultural opportunity to our students.

Muchas gracias/Merci beaucoup/Danke vielmals/非常感谢,

Your Name
Pre-Meeting Promotion Email

☐ Send out this pre-meeting email to all target language students, parents, and caregivers

<Your Prospective Students, parents & caregivers>

Don’t forget to enroll for the <LANGUAGE> experience of a lifetime

Hola/Bonjour/Hallo/你好，

This is a quick reminder that tomorrow is the informational meeting for our <LANGUAGE> immersion program to <DESTINATION> on <DATE>! If you have any interest at all in traveling abroad with our group, I hope to see you there! Here are the meeting details again, in case you missed them the first time around:

Meeting date:
Meeting time:
Meeting location:

I hope to see you there! If you have any questions in the meantime, don’t hesitate to reach out.

Saludos/Cordialement/Grüße/祝好，

Your Name
Pre-Meeting Promotion Email

- Send out this post-meeting email to all target language students, parents, and caregivers

Subject: Thank you for coming to the <LANGUAGE> immersion trip informational meeting

Hola/Bonjour/Hallo/你好，

Thank you for coming to the recent informational meeting for our upcoming Xperitas language immersion program to <DESTINATION>. If you are ready to say YES to an amazing adventure aboard, click here to ENROLL NOW.

Please let me know if you have any questions. I truly hope you decide to join us for this transformative immersion experience to <DESTINATION>!

Saludos/Cordialement/Grüße/祝好，

Your Name
Pre-Meeting Promotion Email

Send out this post-meeting email to all target language students, parents, and caregivers

<Your Prospective Students, parents & caregivers>

Subject

Sorry we missed you at the <LANGUAGE> immersion trip informational meeting

Hola/Bonjour/Hallo/你好，

We are sorry that we missed you at the informational meeting for our upcoming <LANGUAGE> immersion program to <DESTINATION>. The good news is that you can still enroll in the program up until October 15, 2021 if you are still interested in being a part of this transformative experience.

I have attached to this email the electronic materials that you missed receiving at the meeting. <Attach the itinerary, family stay information sheet, enrollment and pricing document and how to make programs accessible.>

If you are ready to say YES to an amazing adventure abroad, <CLICK HERE> to register.

In the meantime, please let me know if you have any questions of any kind about the program, and I hope you decide to join me to <DESTINATION>!

Saludos/Cordialement/Grüße/祝好,

Your name
Pre-Meeting Promotion Email

Send out this post-meeting email to all target language students, parents, and caregivers

Hola/Bonjour/Hallo/你好，

I hope you had an amazing summer! Now that we are back in the swing of things at school, it's time to take the leap and sign up for our amazing language immersion program to <DESTINATION> on <DATE>! If you are ready to say YES and officially register for this adventure, click here to **ENROLL NOW**.

Register by October 15, 2020.

See what students are saying **HERE**.

Please let me know if you have any questions or concerns about the program or the registration process. I really hope you decide to join our group for this incredible intercultural program to DESTINATION. You won't regret it!

Saludos/Cordialement/Grüße/祝好，

Your Name

Don’t forget to enroll for the <LANGUAGE> experience of a lifetime
Spring Recruitment Campaign Flow

Target language students, parents, and caregivers

Meeting Announcement  Meeting Reminder  Thank You for Attending  Sorry We Missed You

Teaching Colleagues

Meeting Announcement
Pre-Meeting Promotion Email

- Send out this pre-meeting email to all target language students, parents, and caregivers

Hello/Bonjour/Hallo/你好，

Because you have a LANGUAGE student in your household, I wanted to let your family know that our language department is organizing an immersion program for our students to <DESTINATION> in <DATE OF PROGRAM>. If you are interested in the slightest, I invite you to attend our upcoming Informational Meeting about the program.

Meeting date: Meeting time: Meeting location:

We are partnering on this program with Xperitas, a nonprofit organization who has been organizing authentic language immersion experiences for over 45 years. Check out this video to get an idea of what the immersion experience is like for Xperitas participants:

[Xperitas Immersion Experience Video](#) [Xperitas France Video](#) [Xperitas Spain Video](#) [Xperitas Germany Video](#) [Xperitas Costa Rica Video](#) [Xperitas Panama Video](#)

I hope to see you at the meeting! In the meantime, feel free to contact me with any questions.

Saludos/Cordialement/Grüße/祝好,

<Your Name>
Hola/Bonjour/Hallo/你好  Co-teachers,

I wanted to reach out to you today to see if you would consider helping me promote our upcoming immersion program to <DESTINATION> in your classroom. We are partnering on this program with Xperitas, an educational nonprofit organization who has been organizing authentic language immersion experiences like ours for over 45 years. This program promises to be a transformative, intercultural experience for all students who participate.

If you have time, you could share this video from Xperitas? Please tell your students they can come to me with any questions.

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Muchas gracias/Merci beaucoup/Danke vielmals/非常感谢,

Your Name
Pre-Meeting Promotion Email

Send out this pre-meeting email to all target language students, parents, and caregivers

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Meeting date:
Meeting time:
Meeting location:

I hope to see you there! If you have any questions in the meantime, don’t hesitate to reach out.

Saludos/Cordialement/Grüße/祝好，

Your Name
Pre-Meeting Promotion Email

Send out this post-meeting email to all target language students, parents, and caregivers.

To: <Your Prospective Students, parents & caregivers>

Subject: Thank you for coming to the <LANGUAGE> immersion trip informational meeting

Hola/Bonjour/Hallo/你好，

Thank you for coming to the recent informational meeting for our upcoming Xperitas language immersion program to <DESTINATION>. If you are ready to say YES to an amazing adventure aboard, click here to ENROLL NOW.

Please let me know if you have any questions. I truly hope you decide to join us for this transformative immersion experience to <DESTINATION>!

Saludos/Cordialement/Grüße/祝好，

Your Name
Pre-Meeting Promotion Email

Send out this post-meeting email to all target language students, parents, and caregivers

<Your Prospective Students, parents & caregivers>

Sorry we missed you at the <LANGUAGE> immersion trip informational meeting

Hola/Bonjour/Hallo/你好，

We are sorry that we missed you at the informational meeting for our upcoming <LANGUAGE> immersion program to <DESTINATION>. The good news is that you can still enroll in the program up until <DATE> if you are still interested in being a part of this transformative experience.

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If you are ready to say YES to an amazing adventure abroad, <CLICK HERE> to register.

In the meantime, please let me know if you have any questions of any kind about the program, and I hope you decide to join me to <DESTINATION>!

Saludos/Cordialement/Grüße/祝好，

Your name
For more information contact Xperitas!

800-892-0022