

HOTLINE to the Friendship Force

HOME PAGE

Three main sections:

WELCOME

EXPERIENCE THE WORLD

CLUB RESOURCES

To attract first time viewers

The travel experience (for everyone)

For insiders: leaders, members

Note center welcome section with links. Orients you toward the information that will be the most helpful to you: A newcomer, a member or a club leader, with hotlinks to get you there fast.

WELCOME

Notice color bar that tells you which section you're in. In the Welcome section (turquoise) are these subsections:

Home | FF news | who we are | FAQs | support ffi | press center | contact

FF NEWS: Happenings in clubs and published articles about the Friendship Force

WHO WE ARE: Mission Statement * History * Staff and Board contacts and bios

FAQ's: The nuts and bolts of how exchanges work

SUPPORT FFI: To make contributions to the Legacy Fund

PRESS CENTER: Essential information to assist the Press in creating stories about FF. You can refer your local press to this section.

CONTACT: self explanatory

Home Page, cont: (Left-Hand Column)

Notification of something immediate and timely
(the Conference, The Auction, the Photo contest)

* Magazine Descriptions of magazine sections (note masthead)

Special Feature - Most of the time this will be exchange story. If you have an idea for the special feature, you can submit it to the editor. Written by the communications coordinator and magazine editor, Jillian Walters. jwalters@thefriendshipforce.org

Message from the President – One message per issue. Things that are on George's mind.

Editor's Desk: The editor would really like to hear from you! Comments on magazine, what sections are useful and/or ideas for future issues.

This is also where the editor will communicate to you. (Faces, Places and More box...call for submission.)

Dispatch*: Will feature something different and unique every issue. A place that could feature articles written by members. Reflections on an experience – like this first host experience contributed by Harry Nicholls of the Friendship Force of Cornwall.

*Criteria: Write about meaningful experiences, not just the detailed itinerary of the exchange. An itinerary doesn't convey the FF experience. Identify a few key moments, then tell us why there were meaningful.

Leadership – Articles of interest from FFI to club leaders, exchange directors, field directors. This issue introduces the Wayne Smith Medal. But could also be tips, advice, important news.

Spotlight: News of interest from you (clubs, individuals, et.al.) We are looking for suggestions of people to interview; a club or volunteer that is successful or creative or outstanding in some way. This is not an exchange story – that would go in the Special Feature. This is about people.

News: Brief headlines about interesting items that don't merit a separate system-wide email. For example, the FFI move to a new office; the first exchange to Argentina. Or, we might re-iterate important news that may have been emailed recently in a Communiqué, like policy updates, news on the exchange planning process, etc.

* Flickr: View and Upload photos from your exchanges or other events. You do need to register but it is free. You can also use Flickr to communicate with the people who post photos

* Facebook: Facebook is free to join and is another way to keep up on the news around the world. Share your photos/events/thoughts and see what your fellow ambassadors are posting.

* TravelGuard

* FFI Store: order pins, tote bags, FFI Video, etc.

Video (in 7 languages)

EXPERIENCE THE WORLD

The World of Friends Catalog contains 30 or so featured exchanges out of hundreds more available. Exchanges listed here are open for people around the world to apply, and they do not require an affiliation or membership with a club. The catalog is great for attracting newcomers and filling exchanges.

Download: You can mail this link to a friend or print it out. The print version doesn't have photos and is therefore easier to send and/or open for people with slower connections or older computers.

Australia E-Flyer – region specific catalog
New Zealand E-Flyer – region specific catalog

How to use the Catalog: Click on a continent or “Click here to see all catalog exchanges”

CLUB RESOURCES

For FF insiders, members and leaders.

Welcome to Club resources page. Here is essential information for clubs relating to managing a club or an exchange with hot links to the various pages, to get you into the information quickly and efficiently.

FORMS EXCHANGES CLUBS FORUM LOGOS COMMUNIQUE STORE

Forms: Forms, documents, policies and manuals

Exchanges: Where to find ALL exchanges. Search several ways

Clubs: Locate a club, read their profile. Also has a template for your club to update your profile and send it to the FFI Editor.

Awards: Find information about and application forms for the Wayne Smith Medal, and read about past recipients of the Wayne Smith Medal, Outstanding Volunteer award and Outstanding Club award.

Logos: Your custom club logo prepared by FFI. Also contains FFI logos and slogans. Everything here is available for your use – you don't have to ask permission, but please review the Style Manual (available here) for instructions on using the logos properly.

Communiqué: A periodic publication to club presidents and EDs. These are emailed to Club Presidents and cataloged here.

Store: Expanded version of the Homepage store, includes order info for name badges, brochures and other items of interest only to clubs.

LEFT SIDE: Notice this has changed to include different links that are related to the content of this section, like the ED Manual.

Your Club Site

There is assistance available if your club wants to leap into the electronic age with your own website. Jim Ecklund of the Lincoln club will walk you through this.

jecklund@mac.com

If you choose to sign up for the service, here is a link to the signup form: <https://www.4w.com/services/friendshipforce.htm>.

Here are some club sites for your enjoyment:

FF of Northeast Ohio (the very first club website. Still going strong)
<http://www.friendshipforceneohio.org>

Cornwall – Google translator. A link to the video
<http://www.fccornwall.org.uk>

Florida Suncoast – great use of photos and newsletter
<http://www.friendshipforcefloridasuncoast.org>

Japan – dual language right from the start. Link to FFI homepage
<http://www.friendshipforce.jp/ffclubs-eng.html>

SUMMARY:

Plan to check in regularly for news you can use on the Friendship Force International Website. It is your hotline to FFI!

- Watch for bi-monthly publication of FF's Friendship OnLine Magazine; submit your own ideas, thoughts, comments to the editor - jwalters@thefriendshipforce.org.
- Give your members a free subscription to the magazine by sending your email list to FFI. This is a great recruitment and communication tool!
- Remember that the Club Resources section has forms needed for exchanges, as well as the ED Manual. Also custom logos and the Style Manual for how to use the logo.
- The FFI Video is in 7 languages. Share it with your hosts as you travel on exchanges. Show it to potential new members at your fundraising or recruiting events.
- Use the Press Center to get your local press interested in FF

- Use Flickr to upload photos of your exchange
 - Join Facebook and keep in touch with member news around the world
 - Order FF merchandise from the FFI Store
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A NOTE ON EMAIL SECURITY

(thank you to Colin Ridge, Friendship Force of Taupo New Zealand for putting this together)

- *To make this work efficiently, FFI will require the email addresses of all members.*
- *But there is a reluctance by some clubs to hand these over*
- *Why? - spamming is largely a thing of the past*
- *Why? - FFI already holds hundred's of email addresses which have been **freely given** in the past (but many no longer accurate).*

The Issue of Privacy!

- *Email addresses are now widely used & no longer 'private' or personal.*
- *Email addresses are handed out liberally, and are probably listed in more places than are residential addresses or phone numbers.*
- *Check your address book and you'll find hundreds – you have theirs so you can be sure that they have yours.*

The Issue of Security!

- *Do the people you hand your email address to have satisfactory Virus Protection?*
- *Or even have it updated?*
- *Do these people have Firewalls? Or other protection?*

Can Hackers Can Access These Emails?

- *Very unlikely as FFI uses a safe program called 'MyEmma', which*
- *Never allows the purchase or sale of address lists.*
- *In any case, that same hacker can access your club lists.*
- *Which is the most secure?*

What if members don't want the magazine ?

- *They can individually 'Opt out' of receiving the email at any time by contacting FFI.*
- *And opt back in later if they wish.*

To Sum Up about email addresses!

- *Your address will be safely held by FFI.*
- *It is for sending out the bi-monthly issues of Friendship Magazine.*
Important - FFI will send out as 'BCC' (blind carbon copy) so no one else sees any names.