



## **COLD CALLING SCRIPT**

### **ACADEMIC YEAR PROGRAM**

#### **INSTRUCTIONS:**

Please use this as a guideline only, and add your own touches and personality. It may be helpful to read the script aloud a few times to yourself so you can become familiar with the content.

#### **Script if you reach an actual person:**

*Hi, is this the Brown Family (or) Mrs./Mr. Brown?*

*"Yes?"*

*My name is \_\_\_\_\_, and I am working with \_\_\_\_\_ High School this year, and am looking for host families for our incoming foreign exchange students this year! I am the Coordinator for Nacel Open Door International Student Exchange. Nacel Open Door is designated by the U.S. Department of State as an exchange sponsor and we are working to promote U.S diplomacy by placing international students in local schools with host families. We placed seven students at your school (or name of school) last year; just wondering if you and your family have ever considered hosting a foreign exchange student?*

*"Not really" or "Well, we have thought about it, has just never been the right time", or whatever they say, I always try to follow-up with the following information in some way:*

*"Well, if I could share with you just in a nutshell, our students come from countries all around the world, from very good families and with good grades. They come with their own medical and dental insurance, and bring their own spending money. They pay for all of their own personal expenses and hot lunches, clothing, school supplies, etc. We ask our families to provide a safe and loving home; a separate bed and some storage ( they can share a bedroom with a sibling of the same gender if it is okay with your own child); they usually bring their own laptop, but do need some internet access for homework, etc, and a place to study. Three meals a day, and parental guidance and support, which is of course the most important thing.*

*(See what their response is, or you can continue on)*

*I always tell my families you do not have to be the perfect family or have a perfect home to do this; our students come to experience a true American educational and cultural experience, and to be a part of an American family. I tell all of my families that the first week or two is the honeymoon period, but after that they become just part of your family, so they do chores, receive hugs, etc., whatever you would do or expect from your own children, you do with your exchange child. They are expected to not only obey all program rules, but all of your household rules, as well, just as your own children do, or would. I will be your partner throughout the year, and we do monthly reports with all of our families and students monthly. The first month after your child arrives, I will check in with you weekly, just to be sure everything is going well during the first few weeks, but I encourage you to call me anytime you have even a slight concern, question, or problem - that's what I'm here for :) Do you have any questions for me?*

The conversation at this time usually gets more specific, and you can at this time explain the application process, suggest setting up a home visit so that you can share some students with their family and meet them personally (so you will be all set to go if they decide to move forward), and answer any other questions they have. Also at this time I ask them if they were to consider hosting, would they want to host a boy or a girl, and do they think they would like a European student, an Asian student, or perhaps a South American student?

Then you can read them parts of our specific student profiles and their letters. The idea is to find a student/s that they can begin to bond with by phone, and then again, try to set up a home visit appt. asap.

A few other thoughts:

1) Let your families know that students begin arriving by mid-August, so time is of the essence!! Schools have to still accept and prepare schedules for students once a host family is found. Many schools have cut-off dates also. Also, once students know they have been placed, they still need to get their Visa's, etc., and it is very important they be here BEFORE the start of school!

2) Many times the parent you have reached will say they will need to discuss with their spouse or family. Encourage them by saying "**I completely understand - this is a big decision, and we would like everyone to be on board, too. What would be a good time for me to check back in with you to see what your thoughts are ?**" ( and then set a day - I advise no more than two days - and ask what is the best time and # to reach them.) Again, at that time, schedule the home visit on the second call, for ASAP :)

## **IF YOU REACH THE ANSWERING MACHINE**

I encourage leaving the first and second paragraph of the script, with your phone number. This way the family has at least a little info about the program re: what the family expectations are, and what the students provide.