

Engage your elected officials on Exchange Day



Exchange Day is a great opportunity to inform elected officials about the power and benefits of international exchange programs.

As you plan your Exchange Day events and/or social media campaigns, be sure to contact elected officials – e.g. mayor, city council members, state representatives and senators, Members of Congress – and invite them and their staffs to participate in Exchange Day celebrations, virtual or in person, in your community.

After Exchange Day, send them a brief summary, and maybe even some pictures if possible, from your Exchange Day celebrations (even if they do not attend). If they do attend an event, be sure to get photos of officials with exchange program participants and alumni, share photos with their office and with local media, and share on social media pages.

Invite local offices to participate in Exchange Day

- If no previous contacts, call district and state offices and ask for email address of appropriate staff person.
- Contact and extend Exchange Day invitation. Engagement can be in the form of participation in a virtual or in person event, letters of support for marketing materials, messages that can be incorporated in social media posts, etc.
- If attending an event, follow up a few days prior to confirm attendance.
- During Exchange Day, sponsors and participants should tweet at your Members of Congress and local officials (you can usually find their Twitter handles on their websites), using the hashtags **#CelebrateExchangeDay** and **#ExchangesImpact**. Include pictures if possible.
- After Exchange Day, send a brief summary of your local Exchange Day events to local offices. Be sure to include links to any local press coverage.

Share the Social Media Campaign with elected officials!   