



The Humanity Exchange

international volunteer, research, and language learning opportunities.

THEX- Web Action Initiative

If you are volunteering, interning, researching, learning French, or learning Spanish starting anytime before April 30th 2010, and finishing no later than May 15th 2010, you are eligible to take part in our WebAction Initiative by becoming an active THEX participant on the web. You can receive up to \$200 off the program fee for a two week or one month program, and up to \$100 off for each subsequent month. Exactly how much your fee is reduced depends on how active you want to be. **This option will be available to no more than five participants.**

The Humanity Exchange was launched in the summer of 2009. Four professionals involved in the international exchange of young leaders in North America, South America, Africa, and the Middle East recognized a need to connect talented and motivated volunteers to areas greatly underserved by international volunteerism. What started off as a small idea in which volunteers would lend a helping hand in the Ivory Coast, has in just months expanded to include Liberia, Sierra Leone, Colombia, and Peru. Other partnerships are in progress and will be announced throughout 2010. We have encountered incredible growth, but in order to be more effective in our work, we need help spreading the word about what we do. So we've added a new twist.

We must charge a volunteer fee; it is how we are able to do what we do. We encourage volunteers in their efforts to get family and friends to support their volunteer trip. However, we recognize that not every ambitious applicant comes from the same economic background. Therefore, we are reducing program fees for volunteers, interns, language learners, and researchers who are willing to help us out by being active in our online community. Check out the list below to see the types of actions we are looking for.

1. Join our Facebook fanpage and invite all of your Facebook friends to do the same. This doesn't mean you need to simply send out a blank invite. Leave a short message like:

"Hi everyone,

Next month I am heading to Colombia to have an amazing volunteer experience. I will be teaching English to underprivileged children in the heart of Medellin. I am volunteering with The Humanity Exchange, an organization helping motivated volunteers get to where they are needed most. I'm helping them do good work by spreading the word about what they do. Join their fanpage to find out more!"

Of course, it is important to put the message into your own words. Give a brief message about what you are doing and why they should join the fanpage. You can also mention that you may be posting videos and pictures on the page as your trip progresses.

2. Start Twittering! Twitter has several useful actions. You can:
 - a. Follow us on Twitter.
 - b. Think something is worth repeating? Re-tweet our tweets.
 - c. Include our website address in your tweets. For example *"Just arrived in Monrovia. Starting awesome internship focused on women's rights with THEX, <http://www.thehumanityexchange.org>."*



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3. If you are a student, recent graduate, professor, instructor, or in any way affiliated with a college or university, ask your international education office and students union to post our link. Most international education offices and/or student's unions have a web page dedicated to external study and travel abroad resources. Given the vast number of schools out there, it is extremely time consuming for us to contact all of them. Send them an email explaining what you are doing with THEX, and why you think it would be a good resource for students. Don't forget to mention that we will work with students so that their placement with us can be used for credit as part of an independent study, research project, or practicum placement. Clearly ask them to post a link on the external resources section of their website. Be sure to follow up and verify that the link has been posted.
4. Submit an article to an online travel magazine. In fact, submit your articles to many! Browse articles to see what is there and what is in demand. Write about something unique and exciting, and if you are a photographer compliment it with your photos. Your article should always state that you are travelling as part of a program with The Humanity Exchange, give details of your program, and provide at least two links to our website (at top and bottom of the article). There is no shortage of travel magazines. Verge Magazine is also an excellent option to consider. In addition, you can check out this list to find out about just some of the options you have: <http://www.bravenewtraveler.com/2007/07/09/50-travel-magazines-that-want-to-publish-your-writing/>.
5. Get active on our Facebook fanpage. Post comments, videos, and pictures.
6. Maintain a blog or a website. Having an online presence is a way for your family and friends to follow your journey abroad. It also allows others to learn about the realities of volunteering abroad. Blogging is of course easier to set up than a site, but we have volunteers who want to do both. Whichever you choose, we will link your blog or site to our website. This will increase support for your program, including sponsorship if you are trying to raise funds for your volunteer trip. Your blog entries should always have links directing people to The Humanity Exchange site. There is no shortage of blogging sites. Here are some examples of blogging sites you might like to check out.
 - a. <http://www.virtualtourist.com/>
 - b. <http://www.travellerspoint.com/>
 - c. <http://www.travelpod.com/>
 - d. <http://www.traveljournal.net/>
 - e. <http://matadortravel.com/>
 - f. <http://www.jumpartist.com/>
7. Social bookmarking is a way you can help spread the word about THEX. Choose a section of our site that corresponds to what you are doing, for example your focus, country, or program, and bookmark it on a social bookmarking site, including a personal note about your experience or reflecting on your opinion. There are literally hundreds of sites on which you can bookmark. For a complete list, go here: <http://www.addthis.com/>.



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8. Search the forums. Choose at least two forums to be active on and create an account. We don't want you to give a direct "*Choose this organization!*" Overzealous promotion, without any concrete facts, is just poor forum etiquette. Do however use the search function to find people interested in doing what you are doing. For example, if you are learning in French in the Ivory Coast search for "*Learn French*" and "*West Africa.*" Provide corresponding useful information about our program with a link to our site, similar to how this person did (you'll need to scroll): <http://www.lonelyplanet.com/thorntree/thread.jspa?threadID=1284487&messageID=12229730#12229730>. There are many forums out there. Below are just a few examples.
 - a. <http://www.lonelyplanet.com/>
 - b. <http://www.tripadvisor.com/>
 - c. <http://www.virtualtourist.com/>
 - d. <http://www.fodors.com/community/>
 - e. <http://www.aardvarktravel.net/>
9. Post your volunteer video on youtube. Be sure to give a link to our site in the video description, mention or show our link in the video itself.
10. After your trip, give us a review on:
 - a. www.goabroad.com. Search for a program we have. For example, if you have just finished volunteering in Peru, search for volunteer opportunities in Peru and you will find us. You will see an icon asking "*Have you volunteered with The Humanity Exchange?*" Click it to leave a review of your volunteer program.
 - b. <http://abroadreviews.com/>

Note: In all of the above mentioned actions, we need you to post our link. Don't forget the http! Make sure you write the full address: <http://www.thehumanityexchange.org/>

I'm interested, now what?

These are just some examples for you to get started with. However, feel free to check out other ways you can be an active THEX participant on the web. It's up to you how much social networking you want to do. After reviewing the list above, decide what activities are realistic and plausible for you. You will then need to complete two tasks.

Fill out an online application at <http://www.thehumanityexchange.org/application.html>, AND send an email to admin@thehumanityexchange.org indicating how you think you can be an active online THEX participant. In the email subject line, be sure to put *WebAction Initiative*. Thank you for your interest in our WebAction Initiative. We look forward to hearing from you!