



**Authentic Connection. Real Impact.**  
International Exchanges for High School Students



**The  
EXPERIMENT**  
in International Living



**The  
EXPERIMENT**  
DIGITAL

**The Experiment Digital**  
Innovation in Marketing & Digital Media  
Rebranding & Social Media Engagement Campaign



# The Experiment Digital Program Portfolio



[The Experiment Digital Youth Leadership & Community Service](https://experiment.org/digital-leadership)

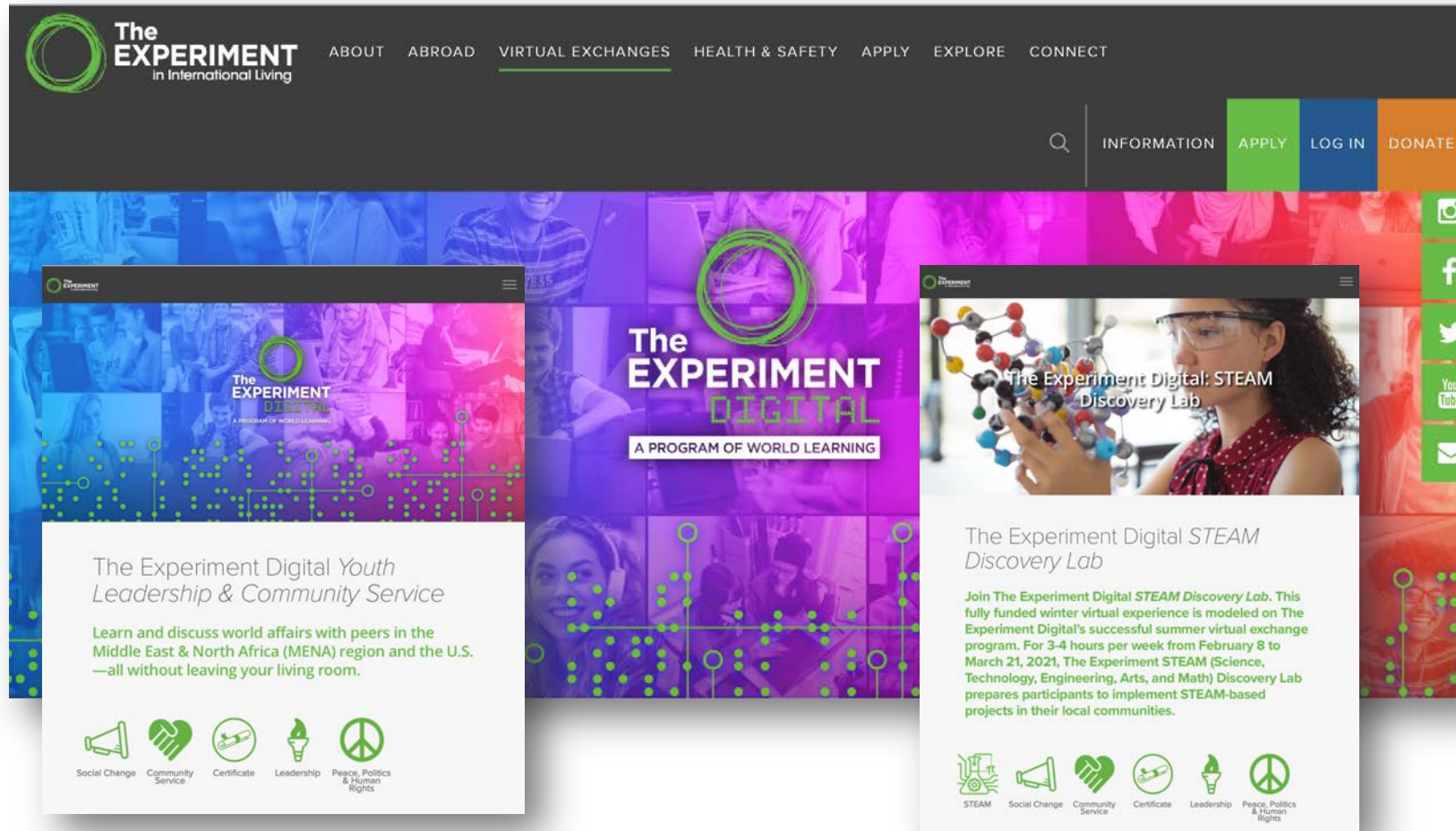


[The Experiment Digital Climate Change & the Environment](https://experiment.org/digital-climate)



[The Experiment Digital STEAM Discovery Lab](https://experiment.org/digital-steam)

# Website Rebranding



[The Experiment Digital Home Page](#)



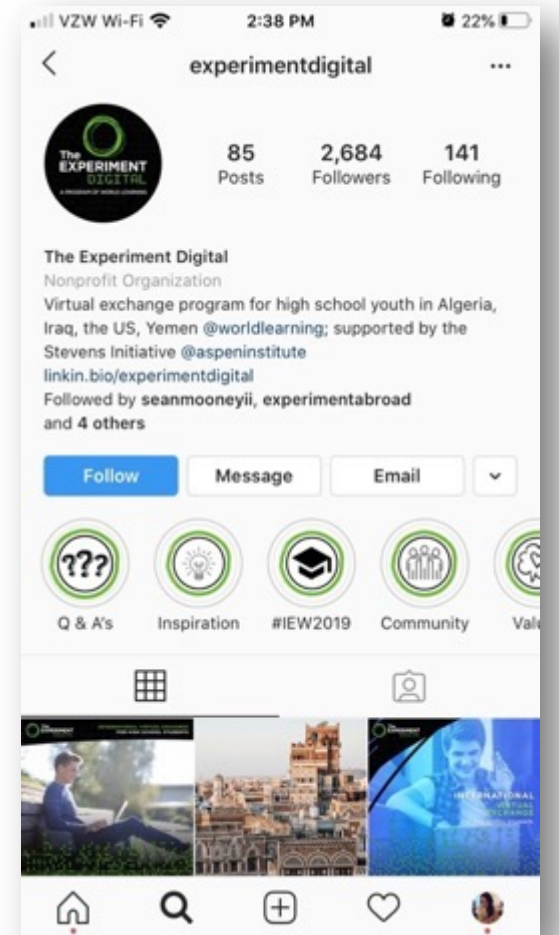
# Experiment Digital Video



Watch video here: <https://youtu.be/jAWT-KVInb>



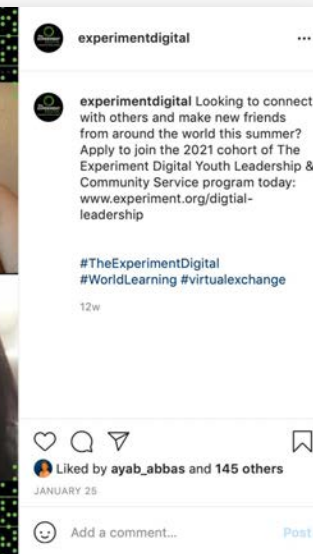
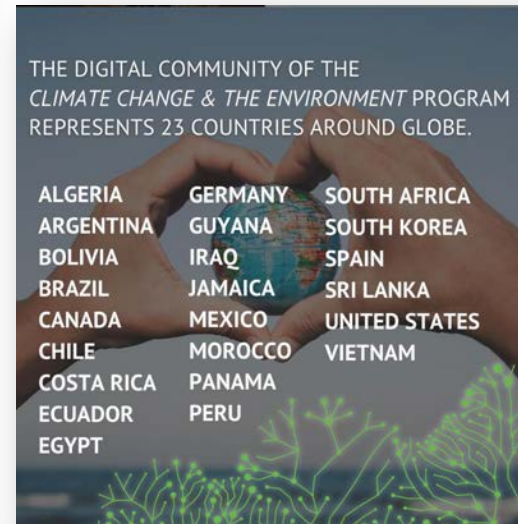
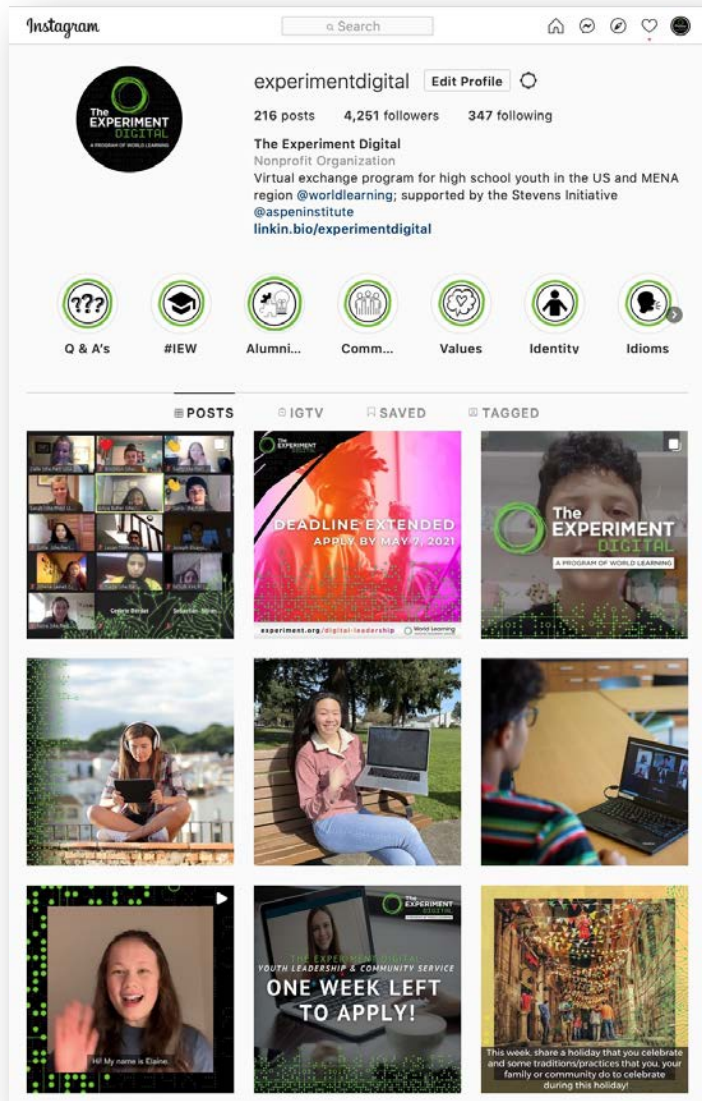
# New Social Media Branding: Facebook & Instagram



MARCOM updated The Experiment Digital Facebook and Instagram accounts & continuing to post daily



# Digital Advertisements: Instagram



Updated Instagram: [@experimentdigital](https://www.instagram.com/experimentdigital)



# Digital Engagement Interactive Instagram Stories

**DAILY POSITIVITY**

SOMETHING I'M  
LOOKING FORWARD TO

SOMETHING THAT  
MAKES ME SMILE

SOMEONE I  
APPRECIATE IN MY LIFE

SOMETHING I'M  
GRATEFUL FOR

TEMPLATE BY  
@EXPERIMENTDIGITAL

**LANGUAGES**

Circle in **green** the languages you know, circle in **yellow** the languages you want to learn!

ENGLISH	JAPANESE
GERMAN	HEBREW
ITALIAN	VIETNAMESE
SPANISH	DANISH
FRENCH	HINDI
MALAY	PORTUGUESE
CHINESE	GREEK
ARABIC	CZECH
INDONESIAN	LATIN
DUTCH	BURMESE
SWAHILI	MONGOLIAN
KOREAN	AFRIKAANS

TEMPLATE BY  
@EXPERIMENTDIGITAL

**PLAN A TRIP:**  
*TRAVEL WISHLIST*

MY DREAM DESTINATION

WHICH SEASON I'LL GO

WHAT I'LL DO

FOOD I WANT TO TRY

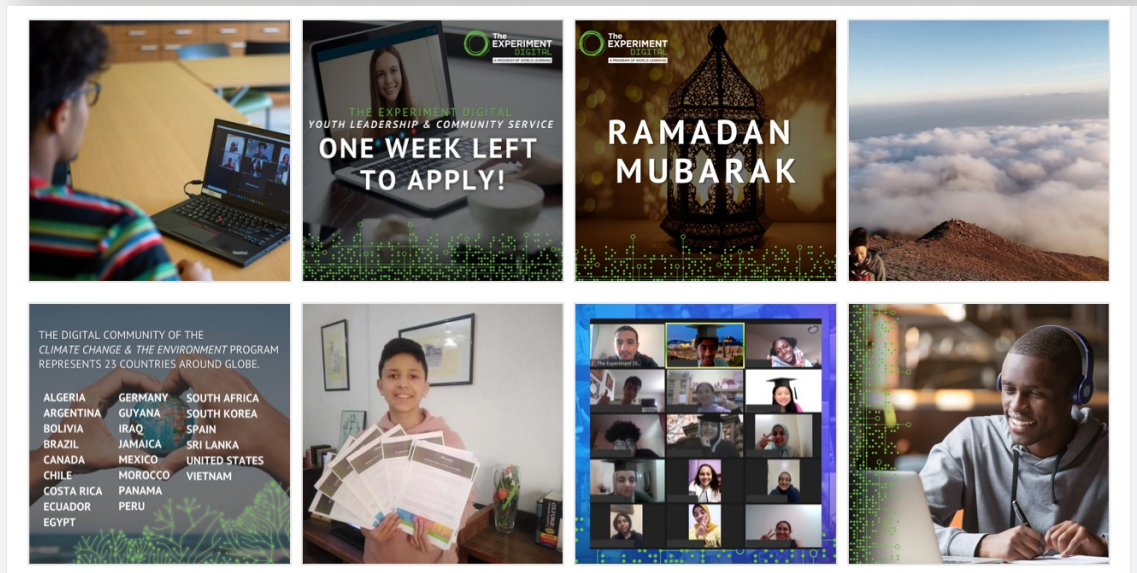
WHO I'LL GO WITH

TEMPLATE BY  
@EXPERIMENTDIGITAL

**TOP 5 THINGS  
I WANT TO  
LEARN IN 2020**

TEMPLATE BY  
@EXPERIMENTDIGITAL

# Digital Advertisements: Facebook



Updated Facebook: [@theexperimentdigital](https://www.facebook.com/theexperimentdigital)









# Social Media Toolkit

Promotional toolkit with premade Facebook, Instagram, LinkedIn & Twitter content for internal and external use:

- Sharable Posts
- Images
- Hashtags
- Social Media Handles



# Sample Weekly Social Media Plan & Calendar

Day	Sunday Digital Sunday	Monday Digital Window Share the view from the window	Tuesday About the Experiment Digital	Wednesday Alumni Profiles Testimonials	Thursday Commonalities between teens in different countries	Friday Plans for the weekend?	Saturday #MyDigitalSummer
Picture							<b>VIDEO</b>
Message	<p>Message: We hope everyone is having a relaxing and refreshing Sunday! What are you doing at home to decompress?</p> <p>[more info about digital wellbeing? Relaxation? Staying connected?]</p> <p>#TheExperimentDigital #DigitalWellbeing #VirtualExchange</p>	<p>Message: This city situated in a mountain valley at an altitude of 2,200 meters has been inhabited for more than 2,500 years. Guess the city in the comments!</p> <p>#DigitalWindow #ViewFromMyWindow</p>	<p>Extended Admission April 15</p> <p>This summer, stay together while being apart. Tap our #linkinbio to learn more and apply by April 15!</p> <p>#ExperimentDigital</p>	<p>Message: Even if we cannot see our families and friends in person, we can still make lots of meaningful connections online!</p> <p>#TheExperimentDigital #VirtualExchange #MyDigitalSummer</p>	<p>Message: Through cultural exchange, whether online or in-person, we can learn about ourselves and about others and recognize that we are more alike than different.</p> <p>#TheExperimentDigital #VirtualExchange #MyDigitalSummer</p>	<p>Message: What do you like to do in your free time? Comment below with your favorite hobbies and which country you are from - let's see what we all like to do! *activity emojis here?*</p>	<p>Message: Isabella, a 2019 alumna, says that the Experiment Digital helped her learn to work with others and understand other cultures.</p> <p>Learn all about what The Experiment Digital can provide students online this summer by clicking our #linkinbio!</p> <p>#TheExperimentDigital #VirtualExchange #MyDigitalSummer</p>



# Webinars & Presentations



1



2



3



4



5



6



7



8



9



10



11



12



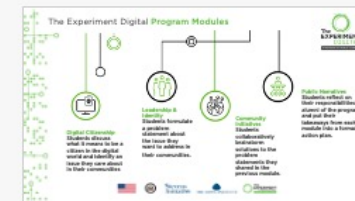
13



14



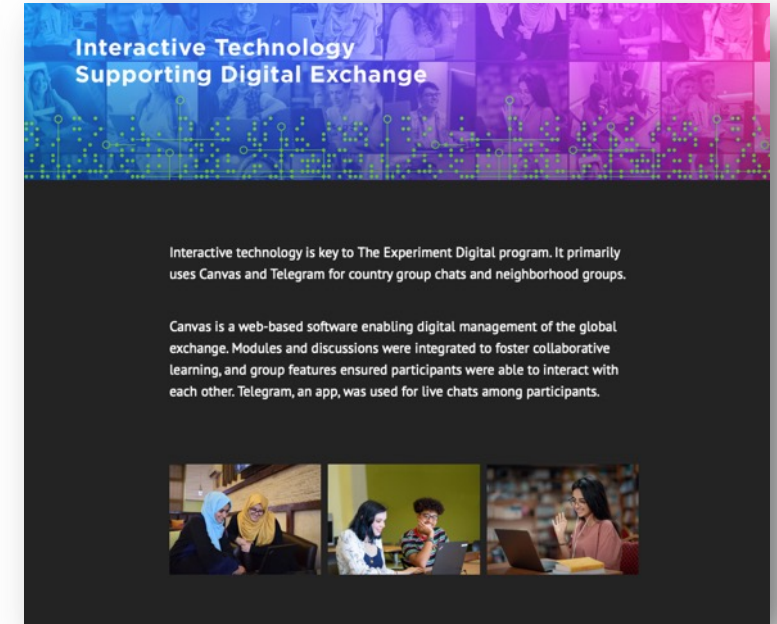
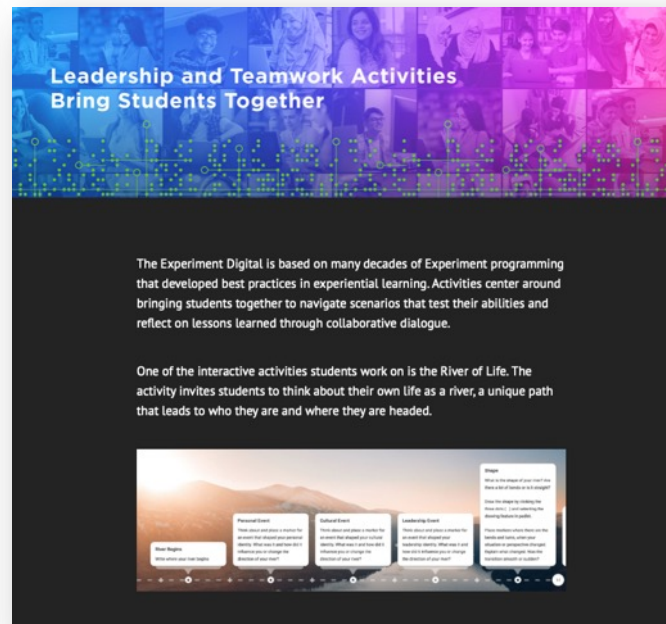
15



16


# The Experiment Digital Interactive Blog

View full interactive project: [“How a Decades-Old Flagship Program Got a Digital Makeover and Blew Up the Internet This Summer?”](#)





# Landing Pages



**INTERNATIONAL VIRTUAL EXCHANGES**  
FOR HIGH SCHOOL STUDENTS

## Get more info

Are you a: \*

☐ Parent

☐ Student

First Name \*

Last Name \*

Email \*

Phone

State \*

Select a State

Country \*

Select a Country

☐ I agree that my data may be collected and used per The Experiment's Data Privacy Policy.

**SUBMIT**

EXPERIENCE | DISCOVER | TRANSFORM

© The Experiment in International Living 2019 | [Privacy Policy](#)

## Connecting culture & geography through collaborative online learning

Designed to connect hundreds of young people across the U.S. with peers in Iraq, Algeria, Yemen, and other countries in the Middle East and North Africa region, The Experiment Digital prepares participants to be more civically engaged and lead change.

### Get more info

Are you a: \*

☐ Parent

☐ Student

First Name \*

Last Name \*

Email \*

Phone

State \*

Select a State

Country \*

Select a Country

☐ I agree that my data may be collected and used per The Experiment's Data Privacy Policy.

**SUBMIT**

EXPERIENCE | DISCOVER | TRANSFORM

© The Experiment in International Living 2019 | [Privacy Policy](#)

## Get more info

Are you a: \*

☐ Parent

☐ Student

First Name \*

Last Name \*

Email \*

Phone

State \*

Select a State

Country \*

Select a Country

☐ I agree that my data may be collected and used per The Experiment's Data Privacy Policy.

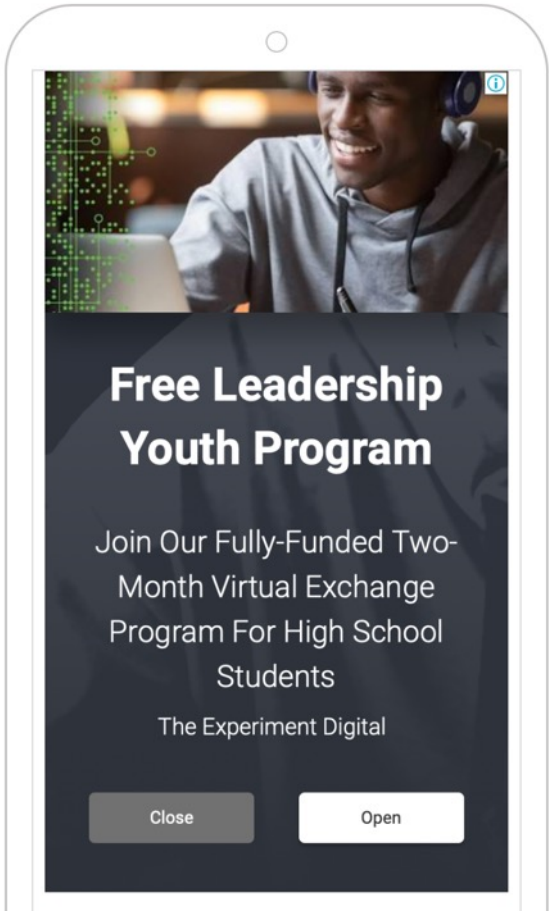
**SUBMIT**

EXPERIENCE | DISCOVER | TRANSFORM

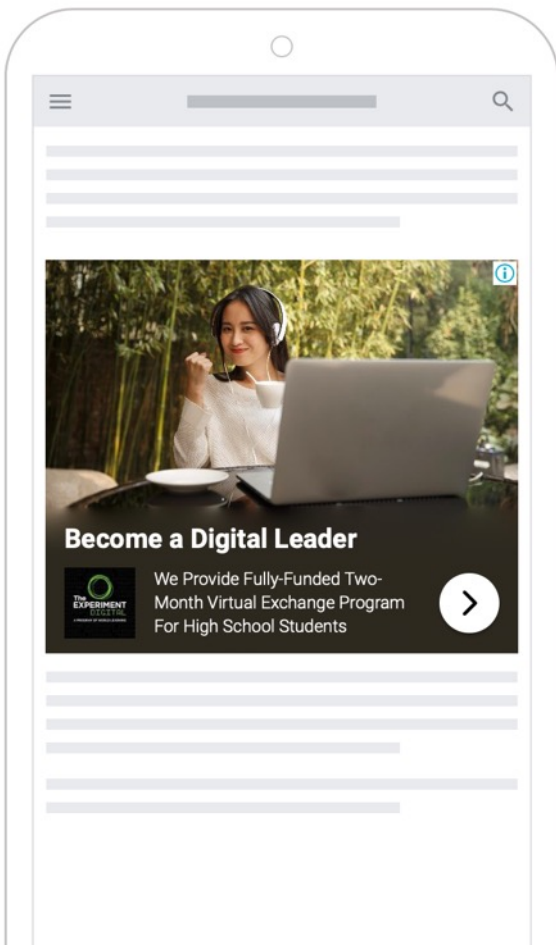
© The Experiment in International Living 2019 | [Privacy Policy](#)

# Paid Advertising

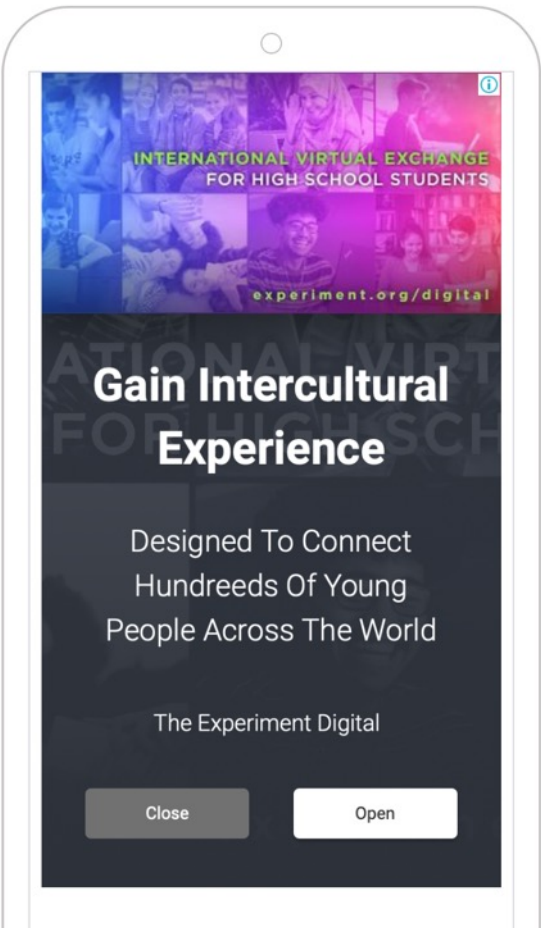
Example of your image ad at 320x568



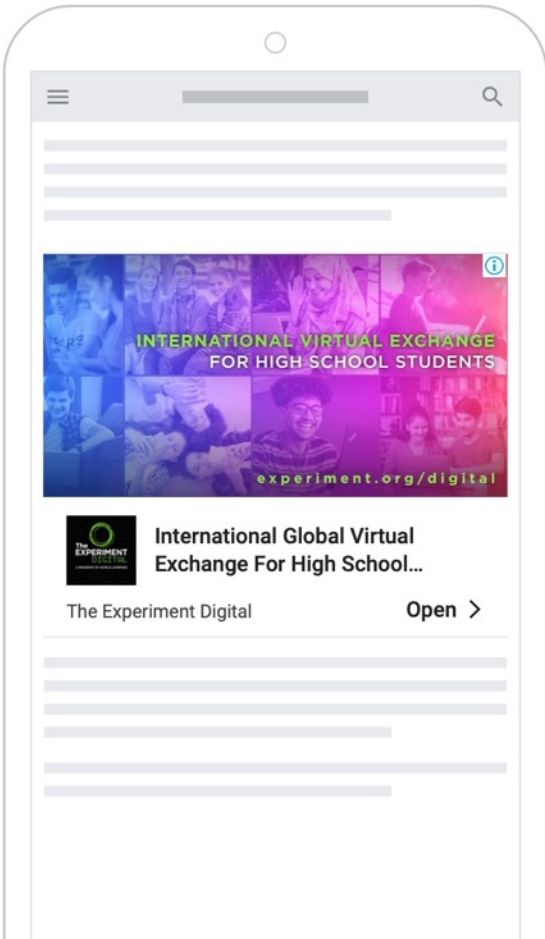
Example of your image ad at 300x250



Example of your image ad at 320x568



Example of your native ad at 300x250





# SMS Marketing

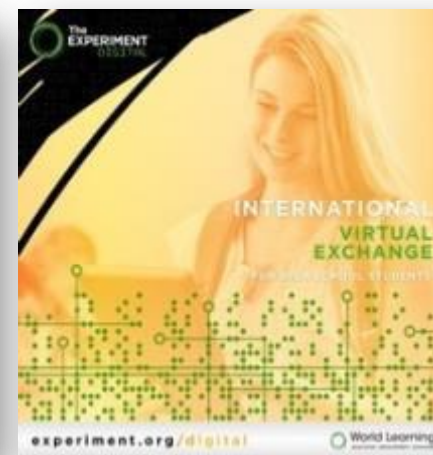


For OBs, sample message:

Hello {!Preferred\_Name\_\_c}, We have made the difficult decision to suspend all traditional in-person Experiment programs for summer 2020. However, we have two options for you: 1) Defer your summer abroad travel for summer 2021 and/or 2) Participate in our virtual Experiment Digital exchange. An email went out with more information, please let me know if you have any questions!

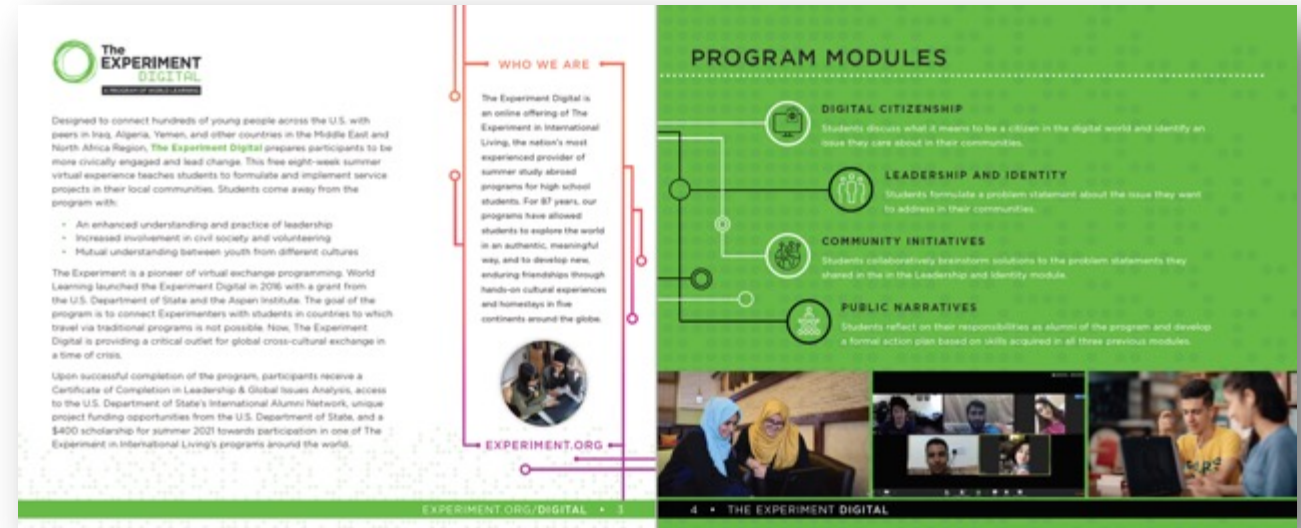
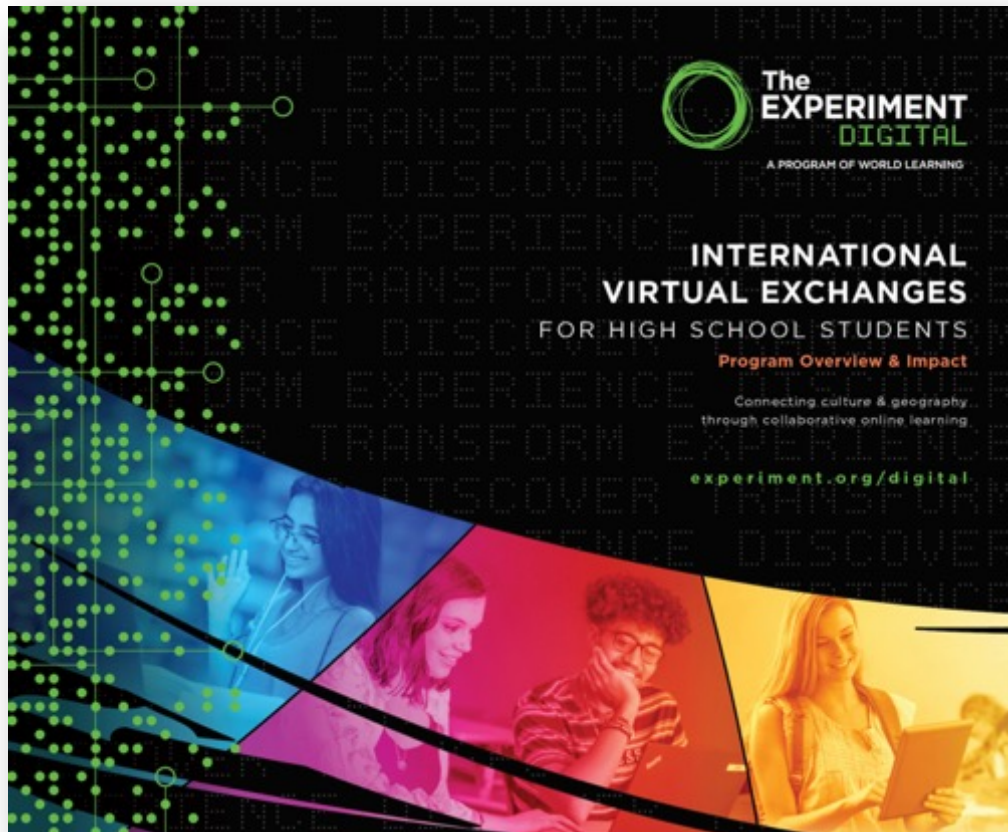
For OAs, sample message:

Hello {!Preferred\_Name\_\_c}, We have made the difficult decision to suspend all traditional in-person Experiment programs for summer 2020. However, we have another option for you to participate in our virtual Experiment Digital exchange. An email went out with more information, please let me know if you have any questions!



# Brochures

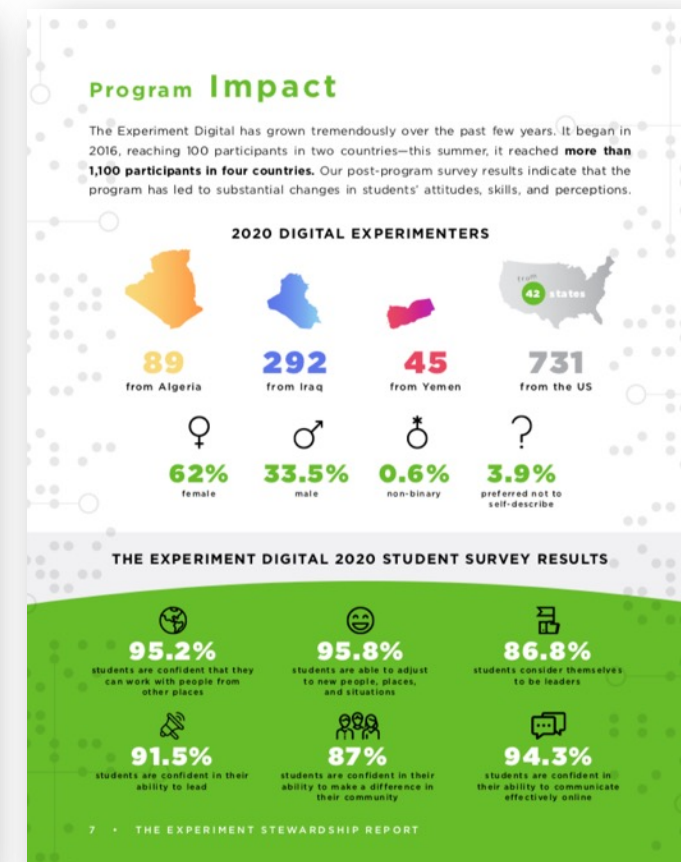
1. General Info & Enrollment
2. Donor Outreach





# The Experiment Impact Report

View full report [here](#)



# Recruitment Flyers



## VIRTUAL STUDENT EXCHANGE

### ABOUT THE EXPERIMENT DIGITAL

Designed to connect hundreds of young people across the U.S. with peers in Iraq, Algeria, Yemen, and other countries in the Middle East and North Africa Region, The Experiment Digital prepares participants to be more civically engaged and lead change. This fully funded eight-week summer virtual experience teaches students to formulate and implement service projects in their local communities. Students come away from the program with:

- An enhanced understanding and practice of leadership
- Increased involvement in civil society and volunteering
- Mutual understanding between youth from different cultures

The Experiment Digital, a pioneer in virtual exchange programming, launched in 2016. The program draws upon best practices in experiential learning accumulated over decades of Experiment programming. Originally launched to connect Experimenters with students in countries to which travel and traditional programs were not possible, The Experiment Digital is now providing a critical outlet for global cross-cultural exchange in a time of crisis.

Upon successful completion of the program, participants receive a Certificate of Completion in Leadership & Global Issues Analysis, unique project funding opportunities, and a \$400 scholarship for summer 2021 towards participation in one of The Experiment in International Living's programs around the world.

66

*I think that our responsibility in this increasingly globalized, yet divided world is to make it less divided by making people connect more. We can use the skills we learned from The Experiment Digital to make people see how easy it is to connect with each other despite the borders that separate us. I believe that we are all connected on certain levels that can't be touched by segregation. I didn't think that it would be possible to get along with people from different countries and backgrounds, but here I am, a month later, thinking about how easy this whole process was.*

99

TALA A., 2019 IRAQI PARTICIPANT



THE EXPERIMENT DIGITAL

experiment.org/digital



## INTERNATIONAL VIRTUAL EXCHANGES Climate Change & the Environment

MARCH 21 TO MAY 1, 2021

### ABOUT THE PROGRAM

Designed to connect hundreds of young people across the globe, The Experiment Digital *Climate Change & the Environment* provides high school students with a comprehensive understanding of climate change and sustainability. Participants will also gain essential leadership and project planning skills that will enable them to become trailblazers in the fight for climate justice.

Cultural exchange is central to this interactive, virtual program, which is open to eligible high school students, ages 14-19, from anywhere in the world. The Experiment Digital *Climate Change & the Environment* thematic curriculum is a comparative exploration of the fields of environmental sustainability and climate diplomacy from local to national and global scales. The program will delve into how the climate crisis impacts and intersects with social issues like racial inequality, public health, and education, in addition to delivering sessions on leadership development, youth empowerment, and digital citizenship. Participants in The Experiment Digital *Climate Change & the Environment* will:

- Deepen their understanding of the intersection of social issues and climate change impacts;
- Gain hands-on experience in environmental sustainability;
- Develop leadership and intercultural communications skills; and
- Build friendships with peers from different countries and cultures.

The Experiment Digital *Climate Change & the Environment* builds on School for International Training (SIT) and World Learning's years of experience in sustainable development education and climate change research around the world. A team of experts in the U.S. and abroad will facilitate online experiential learning activities, which will be tailored to accommodate participants with different levels of environmental science and climate change knowledge. Activities will also be adapted to various levels of English-language proficiency.

Participants who successfully complete the program will receive an official certificate of completion; access to The Experiment and World Learning's Global Alumni Network, with more than 125,000 members worldwide; and a \$400 scholarship for a summer 2022 program abroad with The Experiment in International Living.



THE EXPERIMENT DIGITAL

experiment.org/digital-climate



## INTERNATIONAL VIRTUAL EXCHANGE STEAM Discovery Lab

### ABOUT THE EXPERIMENT DIGITAL STEAM DISCOVERY LAB

The Experiment Digital: STEAM Discovery Lab will bring together high school students from across the U.S. and Egypt to explore youth leadership and STEAM (science, technology, engineering, arts, and math). This fully funded (free!) virtual experience is modeled on The Experiment Digital, a pioneer in online exchange programming.

Students who participate in The Experiment Digital: STEAM Discovery Lab will:

- Develop their leadership and intercultural communications skills;
- Gain hands-on experience in STEAM subjects;
- Learn how to implement STEAM-based projects in their communities; and
- Build mutual understanding between youth from different cultures.

The Experiment Digital: STEAM Discovery Lab will apply World Learning's years of experience supporting STEM secondary education in Egypt. A team of STEM experts in the U.S. and Egypt will facilitate online experiential learning activities, which will be tailored to accommodate students with different levels of STEAM experience and proficiency.

Participants who successfully complete the program will receive an official certificate, access to the U.S. Department of State's International Alumni Network, unique project funding opportunities from the U.S. Department of State, and a \$400 scholarship for a summer 2022 program abroad with The Experiment in International Living.

### PROGRAM DATES

The program runs from February 8 to March 21, 2021. Students will be expected to dedicate 3-4 hours per week to program activities and assignments.

### HOW TO APPLY

Applications will be accepted on a rolling basis, with a priority admissions deadline of December 10, 2020, and a final admissions deadline of January 8, 2021. Email [info@experiment.org](mailto:info@experiment.org) if you have any questions about the application process. Visit [experiment.org/digital-steam](https://experiment.org/digital-steam) for more information on how to apply.



THE EXPERIMENT DIGITAL STEAM DISCOVERY LAB


experiment.org/digital-steam



# Newsletter Subscription Form/Landing Page

## *Email Marketing*

Live page:  
[Subscribe Now](#)



The screenshot shows a landing page for 'The Experiment Digital' newsletter. The header features the organization's logo and the text 'INTERNATIONAL VIRTUAL EXCHANGE FOR HIGH SCHOOL STUDENTS'. The main content area is divided into three columns. The left column has a blue background with a photo of a woman using a tablet. The middle column has a blue background with a photo of a group of students and contains the text: 'Thank you for your interest in The Experiment Digital. Please fill out the fields to subscribe to our newsletter. Designed to connect hundreds of young people across the U.S. with peers in Iraq, Algeria, Yemen, and other countries in the Middle East and North Africa region, The Experiment Digital prepares participants to be more civically engaged and lead change.' The right column has a pink background with a photo of a student and contains the subscription form. The form includes a title 'Subscribe to Our Newsletter', a radio button selection for 'Are you a:' (Parent, Student, Advisor), and input fields for 'First Name', 'Last Name', 'Email', and 'Phone'. It also features dropdown menus for 'Country' and 'State'. A checkbox for the privacy policy is located below the dropdowns, and a green 'SUBSCRIBE' button is at the bottom of the form. The footer is green with the text 'EXPERIENCE | DISCOVER | TRANSFORM' and a copyright notice for 2019.

The Experiment Digital  
INTERNATIONAL VIRTUAL EXCHANGE  
FOR HIGH SCHOOL STUDENTS  
A PROGRAM OF WORLD LEARNING

Subscribe to Our Newsletter

Are you a: \*

- ☐ Parent
- ☐ Student
- ☐ Advisor

First Name \*

Last Name \*

Email \*

Phone

Country \*

Select a Country

State

Select a State

☐ I agree that my data may be collected and used per The Experiment's Data Privacy Policy.

SUBSCRIBE

EXPERIENCE | DISCOVER | TRANSFORM

© The Experiment in International Living 2019 | [Privacy Policy](#)

# Monthly Newsletter

## Email Marketing



### UPDATE ON THE EXPERIMENT DIGITAL

Our thoughts are with all our partners and friends across the world as our global community continues to be impacted by COVID-19. The Experiment Digital program is still running this summer and the application is open. As travel restrictions grow in response to the threat of COVID, we need alternative options for promoting cross-cultural exchange now more than ever. The Experiment Digital can help youth leaders maintain critical dialogue about global issues, citizenship, and community service, all while in the safety of their homes.

### NEWS FROM OUR PROGRAM

#### THE EXPERIMENT DIGITAL 2020 APPLICATION:

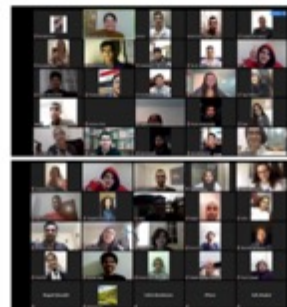
Good news! The application deadline for The Experiment Digital 2020 has been extended to **April 15, 2020**. This year's summer exchange will take place from June 22 - August 16, 2020. Know someone who may be interested in this opportunity? Be sure to apply on our website!

#### JOIN US FOR A WEBINAR:

We invite you and your students to our virtual information session to learn more about The Experiment Digital on **Thursday, April 2 from 5-6 PM EST**. Alumni from last year's program will be there to answer questions. [Register now](#) or join us when it's time [here](#).

#### INTERNATIONAL VIRTUAL REUNION:

Thank you to our alumni who joined us during our International Virtual Reunion on March 7. We hope that you were able to connect with other alumni, share your successes and challenges, and learn new project management skills. Alumni who attended the virtual reunion received a digital certificate for successfully completing alumni programming of The Experiment Digital 2019.



International Virtual Reunion on March 7, 2020

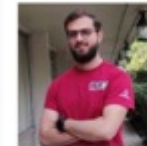


### PROGRAM SPOTLIGHT THE EXPERIMENT DIGITAL STAFF



#### Katherine Hanson, Digital Program Officer

With a passion for international education and language learning, Katherine earned a BA in International Relations and a graduate certificate in TESOL from American University. Katherine entered the field of virtual exchange in 2016 as the Virtual Exchange Specialist at Youth For Understanding USA (YFU). She specializes in the development and implementation of online distance learning programs, including technological training and program curricula design. Through relationship building with partners and the creation of an alumni engagement pathway, she expanded YFU's reach in over 55 countries with an emphasis on youth in the Middle East and North Africa. Katherine currently serves on the board of the Virtual Exchange Coalition with the goal to make international exchange opportunities more accessible across borders and boundaries.



Ahmed Mufti lives in Erbil, the capital of Iraqi Kurdistan, and oversees The Experiment Digital programs in the region. He graduated with a Bachelor's degree in Information Technology and is an alumnus of the 2012 Iraqi Young Leaders Exchange Program (IYLEP). He has been involved in Global Exchange with World Learning for over 4 years working as Regional Program Assistant on IYLEP and The Experiment Digital programs, and has fostered a robust international alumni community. He is very passionate about youth development, civic engagement, and cultural exchanges, and loves to contribute to his community. He recently co-founded InfoZaneen, an online social media platform that provides informative videos in Kurdish. In addition to his passion for youth development, he has played as a professional football player with Erbil Football Club for 5 years, where he won national and local leagues.

[Facebook](#) [Instagram](#) [Website](#)

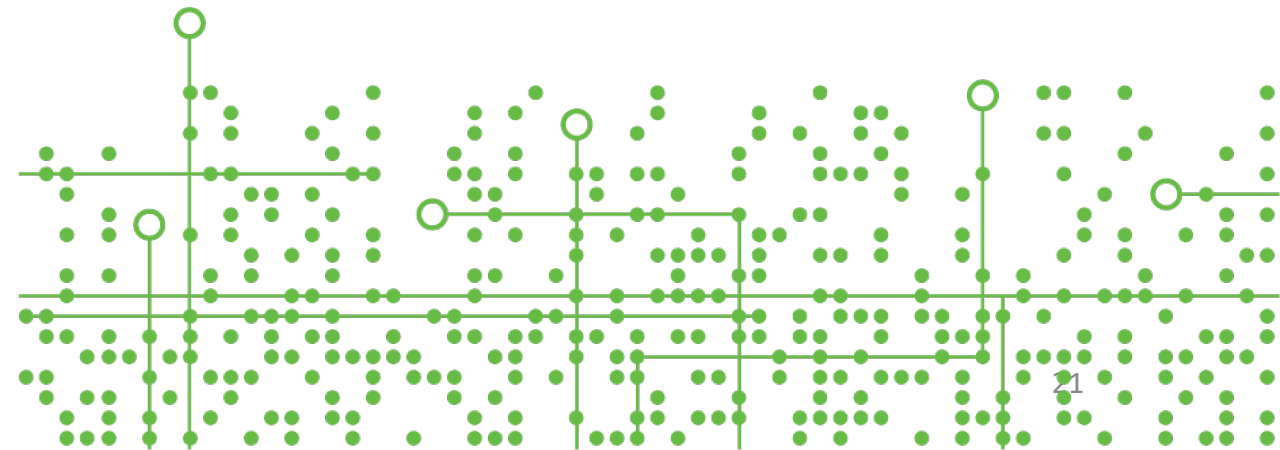
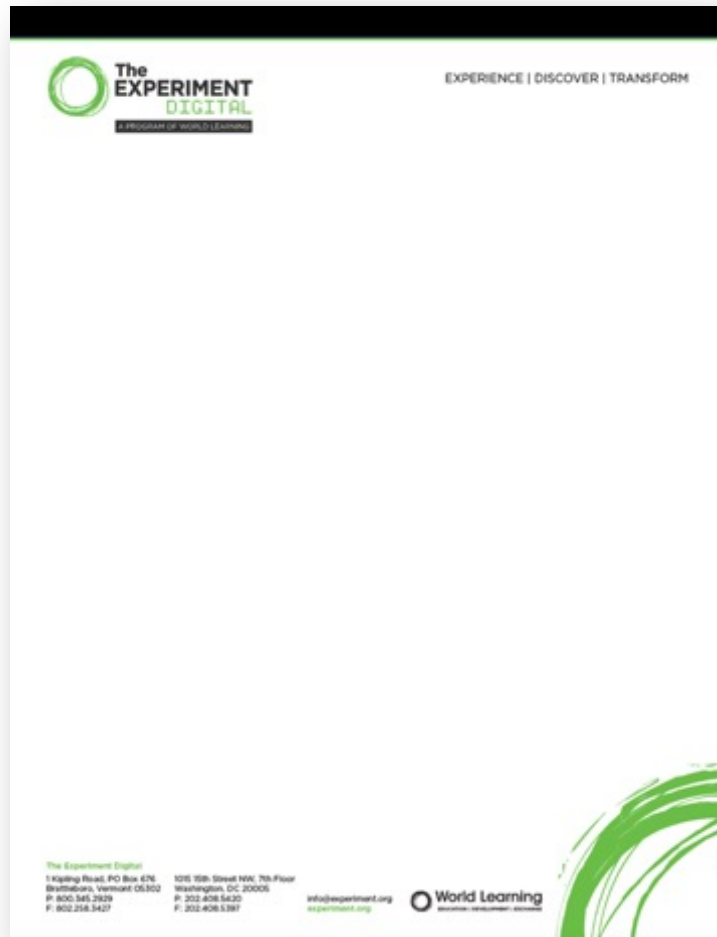


The Experiment Digital is supported by the Stevens Initiative, which is sponsored by the US Department of State, with funding provided by the US Government, and is administered by the Aspen Institute. The Stevens Initiative is also supported by the Bezos Family Foundation and the governments of Morocco and the United Arab Emirates.





# Brand Elements & Letterhead



# Email Marketing – Mass Emails



Dear WISPRETERED NAMBIWA and Family,

Are you looking for a summer activity for teens (ages 14-19) from around the globe? With COVID-19, cultural exchange is important, now more than ever. Designed to connect youth living in every corner of the world, [The Experiment Digital](#) is a **fully funded (free!)** exchange program conducted entirely online. **Apply online by April 16th.**

The [Experiment Digital](#) prepares youth to be more civically engaged by teaching them how to design and implement a service project for their local communities. For eight weeks (four hours per week), students log on to an interactive platform to learn about leadership, civic engagement, and interact with their peers through videos, chats, webinars, and games. Students come away from the program with:

- an enhanced understanding and practice of leadership;
- increased involvement in civil society and volunteering;
- mutual understanding between youth from different countries.

#### Upcoming Virtual Information Session

We invite you and your students to our Virtual Information Session to learn more about The Experiment Digital on **Thursday, April 2nd from 6:00PM - 8:00PM E.T.** Experiment alumni will join us to answer questions. [Register now.](#)

Questions? Contact us at [800.345.2929](tel:800.345.2929) or [info@experiment.org](mailto:info@experiment.org).

Warm regards,

**The Experiment Team**  
The Experiment in International Living  
a program of World Learning

*"I learned so much from The Experiment that couldn't be taught in a classroom." - Fern, Experimenteer*



Email: [info@experiment.org](mailto:info@experiment.org)  
Phone: 802.257.7751  
Admissions: 800.345.2929  
TTY: 802.258.3388  
Fax: 802.258.3427  
Mailing Address: PO Box 676, 1 Kipling Road, Brattleboro, VT 05302 USA

## The Experiment Digital - Application Deadline Extended to May 20

TE • The Experiment in International Living <[experiment@worldlearning.org](mailto:experiment@worldlearning.org)>  
To: Anastasiya Mychuk



Dear and Family,

Are you looking for a free summer activity for teens (ages 14-19) from around the globe? With COVID-19, cultural exchange is important, now more than ever. Designed to connect youth living in every corner of the world, [The Experiment Digital](#) is a **fully funded (free!)** exchange program conducted entirely online for youth from the U.S., Algeria, Iraq, and Yemen.

Due to strong interest, we have extended the application deadline to May 20, 2020. [Apply online by May 20th.](#)

The [Experiment Digital](#) prepares youth to be more civically engaged by teaching them how to design and implement a service project for their local communities. For four (4) hours per week from June 22 to August 16, 2020, students log on to an interactive platform to learn about leadership, civic engagement, and interact with their peers through videos, chats, webinars, and games. Students come away from the program with:

- an enhanced understanding and practice of leadership;
- increased involvement in civil society and volunteering;
- mutual understanding between youth from different countries

#### Virtual Information Session

We invite you to our virtual information session on **Tuesday, May 5th at 3:00 PM EST** about The Experiment Digital with recent alumni and staff.

Join when it's time [here](#) or call [1\(415\) 655 0001](tel:14156550001).  
The event number is **614 448 354** and the event password is **PRKSpeA7D67**.

Questions? Contact us at [800.345.2929](tel:800.345.2929) or [info@experiment.org](mailto:info@experiment.org).

Warm regards,


**The Experiment Team**  
The Experiment in International Living  
a program of World Learning



Email: [info@experiment.org](mailto:info@experiment.org)  
Phone: 802.257.7751  
Admissions: 800.345.2929  
TTY: 802.258.3388  
Fax: 802.258.3427  
Mailing Address: PO Box 676, 1 Kipling Road, Brattleboro, VT 05302 USA  
[To unsubscribe, change your preferences.](#)




# Directories - GoOverseas.com



INTERNATIONAL VIRTUAL EXCHANGE  
FOR HIGH SCHOOL STUDENTS

Home / Study Abroad / Online

### The Experiment Digital Virtual Exchange Program

From The Experiment in International Living  [Leave a Review](#)

[VISIT SITE](#) [APPLY NOW](#)


**Video and Photos**

**Location**  
Online

**Term**  
Summer

**Subject Areas**  
Communications, Cultural Studies, Digital Media, Education, English, Global Studies, International Relations, Middle Eastern Studies

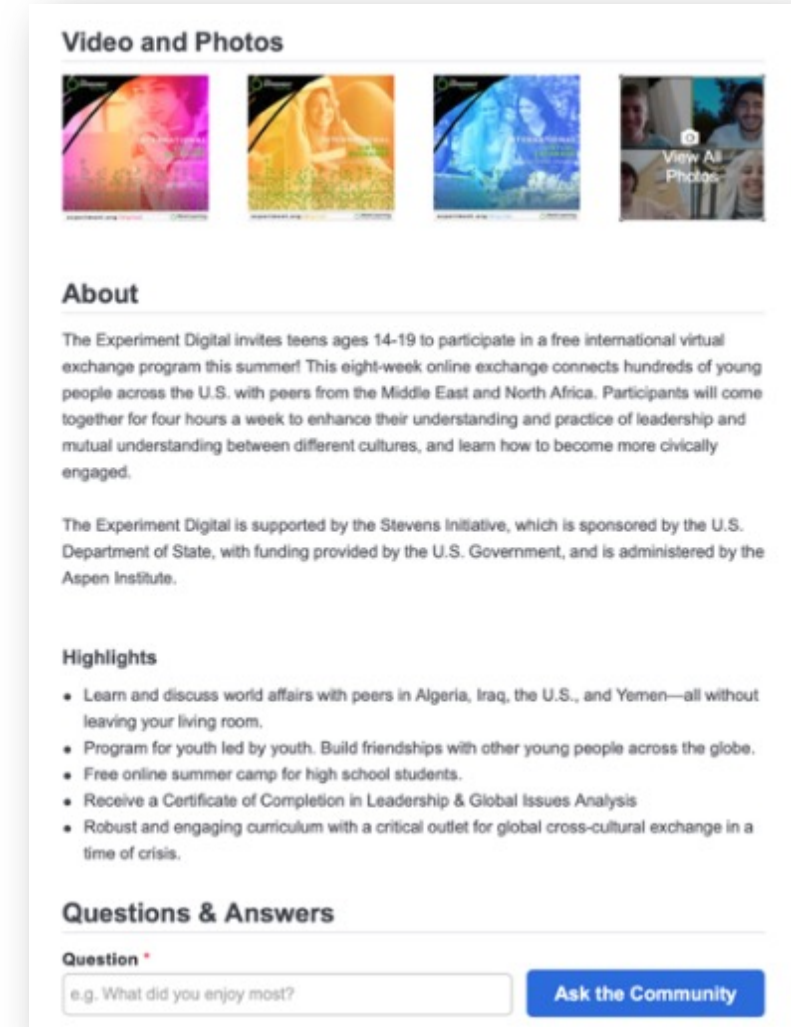
[+ View Other Details](#)

[Save to Wishlist](#) 

0 travelers are looking at this program

GoOverseas.com Directory created to collect program leads to help meet enrollment goals

<https://www.gooverseas.com/studyabroad/online/program/261249>



### Video and Photos

**About**

The Experiment Digital invites teens ages 14-19 to participate in a free international virtual exchange program this summer! This eight-week online exchange connects hundreds of young people across the U.S. with peers from the Middle East and North Africa. Participants will come together for four hours a week to enhance their understanding and practice of leadership and mutual understanding between different cultures, and learn how to become more civically engaged.

The Experiment Digital is supported by the Stevens Initiative, which is sponsored by the U.S. Department of State, with funding provided by the U.S. Government, and is administered by the Aspen Institute.

**Highlights**

- Learn and discuss world affairs with peers in Algeria, Iraq, the U.S., and Yemen—all without leaving your living room.
- Program for youth led by youth. Build friendships with other young people across the globe.
- Free online summer camp for high school students.
- Receive a Certificate of Completion in Leadership & Global Issues Analysis
- Robust and engaging curriculum with a critical outlet for global cross-cultural exchange in a time of crisis.

**Questions & Answers**

**Question \***

e.g. What did you enjoy most?

[Ask the Community](#)

# Certificate of Achievement







**The**  
**EXPERIMENT**  
**DIGITAL**  
A PROGRAM OF WORLD LEARNING

# **The Experiment Digital**

Innovation in Marketing & Digital Media  
Rebranding & Social Media Engagement Campaign

