## Connecting Sonding Sharing

Trustworthy
Reliable, Responsive, Experienced

Supportive Passionate, Caring, Understanding

Inspiring, Transforming, Discovering, Transforming

## **AFS GLOBAL BRAND ATTRIBUTES**

Connecting Lives, Sharing Cultures





Connecting Lives, Sharing Cultures

## AFS GLOBAL BRAND PROMISE

AFS intercultural exchange and learning programs provide people with personal growth experiences that will continue for their lifetimes. Through the support of a trusted network of families, educators, volunteers, staff and students, AFS helps to build a global community based on intercultural connections that positively affect the world.

## AFS GLOBAL BRAND POSITIONING

Intercultural learning experiences supported by local volunteers that change people's lives and connect them to a worldwide community.