



PSBI Global Marketing Campaign to Begin



This year, June 26 will mark Pearl S. Buck's 130th birthday and the rollout of a multi-year global marketing strategy across all of Pearl S. Buck International and our affiliate international offices. Beginning late last year during the global conference, leadership and team members from Pearl S. Buck International, Pearl S. Buck Foundation Korea, Pearl S. Buck Foundation Philippines, Pearl S. Buck Foundation Taiwan, Pearl S. Buck Foundation Thailand, Chongshi Girls' School in China, and Pearl S. Buck International Vietnam met virtually to brainstorm and workshop ideas on how to better collaborate with each other and partner together under our shared umbrella of Pearl S. Buck's cross-cultural and humanitarian legacy. Although each office serves different populations with different needs and has access to a range of human and financial resources, we are all guided by the same work and mission to bridge cultures, change lives, and create hope.

milestone anniversaries begin June 26, with Pearl Buck's 130th birthday, followed by the 50th anniversary of her death on March 6, 2023 and the 60th anniversary of the founding of what is now Pearl S. Buck International on February 3, 2024. The plan is for each of these dates to be collectively commemorated with an event or marketing campaign to show that while we are an international organization, we are also connected.

As part of this strategy, we will also begin adding pages this summer on the main Pearl S. Buck International website for each affiliate. These pages will share in their own language who they are, who they serve, and what they do. Discussion has also begun around the creation and design of a shared anniversary logo. In addition, each affiliate is planning their own activities and marketing within this global framework—Pearl S. Buck

Foundation Korea, whose leadership and staff have been instrumental in leading much of the global marketing strategy, has already begun a local campaign to celebrate Pearl Buck's 130th birthday. This includes a special feature in Korean Essay, a monthly literary magazine in Korea, as well as the return, after a 2-year hiatus due to Covid-19, of the Bucheon Pearl S. Buck Symposium. PSBFK will also distribute gift boxes commemorating Pearl Buck's birthday to under-privileged children.

It has been exciting to lay the groundwork for increased communication and collaboration with all our affiliates, to hear their ideas and input, and to see the enthusiasm and excitement from all our international country offices as we work together—separated by distance but connected by our work and mission—to share Pearl Buck's story with the world and continue bringing her cross-cultural and humanitarian legacy to those most in need.

Together, it was decided that one of these steps was to embark on a collaborative and coordinated global marketing strategy to not only spread knowledge about who Pearl S. Buck was and what her legacy still means today, but to share with an even wider audience and future generations the kind of work and service provided by the global Pearl S. Buck International family. Several



Molding Future Leaders at Pearl S. Buck International

Global Leadership Program for High School Students Continues in Its 12th Year

As part of our mission to bridge cultures and change lives, Pearl S. Buck International offers the Global Leadership program to high school students in grades 9 through 11. This intercultural education program teaches teenagers important skills including leadership, teamwork, and critical thinking to help them become compassionate, thoughtful, and innovative future leaders in their local and global communities. At the end of each session, the students use the skills they've learned to raise money to support both future Global Leadership classes and the work of Pearl S. Buck International.

At the end of their session, the Winter/Spring 2022 class organized a Spring Fun Fest featuring games, informational booths, raffles, baked

goods, a plant sale, a paint-your-own peace rock project, and author, educator, and advocate Julie Henning, who was raised as Pearl Buck's daughter, as a guest speaker. The money from this event has been earmarked to fund future Global Leadership sessions as well as to go toward the Garden of Life initiative in the Philippines, which provides seeds, tools, and training for a family or community in need to grow their own food right in their own yard or neighborhood. These backyard gardens not only provide additional nutrition to families to fight off hunger, but any extra food can be sold to provide supplemental income that helps these families and communities move toward self-sufficiency. <https://pearlsbuck.org/gifts/garden-of-life-11-490/>

As the pandemic part of Covid-19 begins to wind down and mitigation rules have been relaxed, Pearl S. Buck International is thrilled to be able to offer in-person sessions once again on our campus to students this summer—from July 18-22 and August 1-5, 2022. While we're so happy to be able to gather again in person, going virtual during the pandemic was not entirely detrimental—offering online classes allowed the Global Leadership program to expand its reach and include students from other regions, states, and even other countries in experiencing what these classes offer. We hope to continue to have future sessions not only in person but as hybrid or virtual options as well to allow all students, not just from local schools, the opportunity to participate in this great program.

To find out more go to: <https://pearlsbuck.org/intercultural-education/leadership/>

