



Ideas to capture student sign-ups!

So, you're all signed up, excited and ready. The trip is going to be amazing and the students are going to walk away so excited and enthused! Now you need to get your students committed and registered, which can sometimes be the very hardest part. We hear about challenges every day from schools who just can't believe they didn't meet their minimum numbers. Following are some suggestions to stay ahead of that ball.

1. **Define your details so you are set up for success.** Some questions to define:
 - a. Are you going to offer the trip to the students at the specific selling price or are you going to perhaps add additional needs so there's a single price offered?
 - b. Are you adding insurance costs? Check with your school as many schools already have a travel policy in place. We mandate that all schools have travel insurance. If your school does not have an existing policy, you may want to get a quote and include this in your trip costs. If you need a recommendation, we refer our groups to Travel Insured who work in serving the clients of most every school travel operator in the USA.
 - c. Are you planning on everyone meeting at the school or at the airport? This is important because if you need to provide transportation to/from the local airport, you may need to budget funds for this element. If you would like us to include this service, please just let us know and we will be happy to provide a quote from a local transport provider.
 - d. Will you have a trip shirt for everyone to wear on travel days? Is this something the students may already have (school shirt) or is it something you would want to purchase and include in the overall trip costs?
 - e. What will you recommend that the students bring for extra expenses over and above standard trip costs? Will they need funds to purchase lunches or are these already included (varies by destination)? What about dinners - are any evenings open for dining on your own? Free time activities? Suggestions for snacks and gratuities? Souvenirs?
 - f. Which adult staff will you have accompanying your group? Do they have special qualifications that you may wish to share with parents?
 - g. Have you identified a specific deposit structure to use? We have specified dates when funds need to be sent to us so we suggest you use dates approximately one week earlier than ours so you have plenty of time to meet the required due dates. Additionally, will you increase the minimum deposit amounts to include other trip costs like the examples identified above? If purchasing insurance, this is usually paid at the start of booking a trip so each child is covered in case they need to cancel due to an unforeseen emergency.
 - h. Will your group need passports or visas? If so, we strongly suggest that when each child registers, they bring a copy of their valid passport so you can ensure it will not expire prior to travel. Additionally, some countries require passport validation for up to 6-months after the



published travel dates. Are you up to speed with specific requirements? The best place to check for passport and visa requirements is with the US Department of State, [International Travel](#). The costs for passports or visas are all born by the individual students and their families but its always best to have basic information available if asked.

- i. If traveling internationally, you will want to explore a credible overview of the destination to discern any travel facts which may be important to you and your group. The place to investigate this is on the [World Factbook](#) published by the Central Intelligence Agency.
 - j. If traveling internationally, it is always recommended that you understand possible medical concerns and be alert to any advised vaccinations or other considerations. The best place to review this is on the [CDC's website](#) (Centers for Disease Control & Prevention).
 - k. What date have you established as a cut-off date for signing up and what will your process be for registration? As stated above, we very strongly recommend that pupils bring a photocopy of their valid passport when registering so you can ensure they have needed documents and also, that they will have validity for the time of travel.
 - l. Have you prepared a sample packing list? Ask us if you have any questions, we're happy to provide recommendations.
2. **Get prepared.** What are you going to give each student when they ask for information? We suggest a 1-page (front and back) overview of the trip showing what's included and what's not included, and all other details you feel you want to share. Add final trip costs, how to register and whom to send money to, the contact details for the person responsible, deposit amounts and dates, insurance information and other details. Have it ready to go for each child that shows interest.
 3. **Families?** Are you going to allow families to participate? If so, you'll want to have a plan in case asked. Most schools that bring families have them sleep in separate rooming than the pupils (so students don't sleep in family rooms). Most adults will sleep double occupancy whereas students sleep quad occupancy so rates will generally be higher for parents/families as there are fewer people to split the room costs amongst. They're always welcome though and every person that books helps to bring down the student rates. Let us know what you need. Sometimes this is a great way to bring more people on the trip and keep student costs in check.
 4. **Posters!** Once you are ready to advertise the trip to your pupils, we will send you a generic poster, electronically, to use for advertising. Simply print copies off at a local print shop, or perhaps your school might have its own print shop. Add any details you may want to include that will help get the students tuned in and excited. Great places to post these may include the school cafeteria, any bulletin board area frequently used by pupils, your department wing, and more.
 5. **Your Launch Letter.** Prepare and distribute a Launch Letter to give to your students and ask them to share it with their parents. Launch letters should include full trip details (bullet 2 above), but most importantly, write a personal note explaining what the students will gain from the experience. Will it help them in career choice? Will it help them by exposing them to different educational aspects? Cultural aspects? If traveling to a space week in Texas, will it empower students to perhaps explore NASA career opportunities? If traveling to Mexico, will they gain their scuba diving certification to study marine biology in the future? If traveling to Florida, will they be studying forensics at one of the top facilities in the USA? Might a trip to Italy open the door for pursuing future international studies? Help the parents to understand how important this trip is going to be and the potential impact to their child. Travel truly changes lives.
 6. **Student Teams.** We all know how important it is to get students involved from the start. By getting them involved, they feel more motivated to make sure the event will be a roaring success and can take



pride in knowing they assisted in making it a reality for their friends and peers. Students are also the best at convincing others to join with them in registering. We suggest creating 2 teams of 2 students; assisting you from the beginning, perhaps earning some extra credit along the way but at the very least, being able to proudly post their work on their educational resume.

- a. **Student Marketing Team 1** – Responsibilities include Social Media, School Announcements, Assembly announcements, Booster Club notifications, School Magazines, Newsletters and Newspaper articles and interviews.
- b. **Student Marketing Team 2** – Responsibilities include creating shadow boxes with trip details, setting up poster locations, printing posters, presentation to and notification of department staff so their students may join, plus notification of other potential school-wide departments - if a Forensics trip, perhaps the Math team may be interested in joining. If a Costa Rica trip, perhaps the Spanish team would be interested in joining. If traveling to Europe, perhaps the history team would like to join.


Then, if you want to take it further, you could also engage an administration team.

Finally, if you don't get the sign-ups you envisioned, talk to us about partnering with another school. We would be happy to get the word out and find another school that might be able to travel on the dates you need, sharing flight/coach and activity costs while meeting minimum number requirements.

We are very much looking forward to serving your school!

Very warmest regards,

Michele

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