

WELCOME TO PROMOTION!

Welcome to the WorldStrides Promotion Handbook! This book contains everything you need to know to get students and parents on board and excited about your upcoming WorldStrides DiscoverNow! program. With an easy-to-follow format, each section outlines the proven, fundamental steps you need to take to ensure your program is a success. In addition, we give you other creative ways to promote your program.

Promotional Tools	2
Your Teacher Toolbox	2
Online Tools on MyTrip	3
Student Promotion	5
A Snapshot	5
The Presentation	6
Make the Most of Your Tools.....	7
Parent Promotion	9
A Snapshot	9
The Presentation	10
Tips from Successful Program Leaders.....	13
Maintain Excitement	14
Promotion During the Registration Drive	14
Make the Most of Your Tools.....	15
Appendices	16
Appendix A: Sample Student Presentations	16
Appendix B: Sample P.A. Announcements	19
Appendix C: Parent Meeting Script.....	21
Appendix D: Sample Flyers on MyTrip	24

Call your WorldStrides Account Manager at 1-800-999-7676 (if in the U.S.)
with any questions about promoting your trip!

Interact with WorldStrides

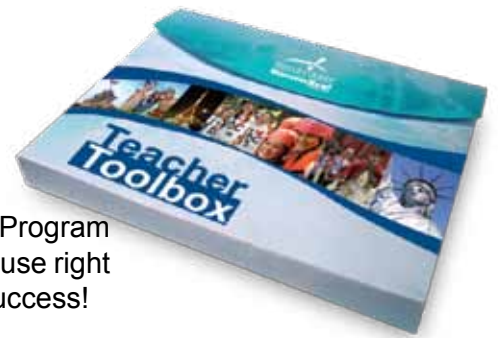
Connect with us on:



PROMOTIONAL TOOLS

YOUR TEACHER TOOLBOX

Your Teacher Toolbox contains the essential tools that every successful Program Leader uses to promote their program to students and parents. Put these to use right away and your WorldStrides DiscoverNow! program is sure to be a huge success!



Materials

Description

How to use it

Student Invitation



Your student invitation contains a letter and information brochure (with a registration form) detailing your program's specifics. There is space on the back of the envelope for your students to write down the date, time, and location of your parent meeting.

The best time to pass out your student invitations is during your student presentation. Be sure to give a packet to every student, not just those students you think may be interested. WorldStrides' research shows that one out of every 10 students that receives a packet will register.

Posters



Destination posters decorate the walls of your classroom and hallways to keep participants excited and encourage registration.

Put these up as soon as you can! Hanging at least five posters in high-traffic areas around your school will guarantee you more program participants!

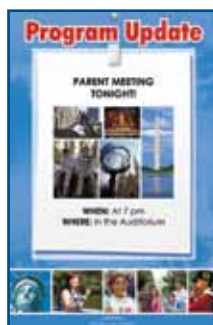
DVD



The DVD provides a glimpse into your WorldStrides program. It captures the emotion and excitement of traveling with classmates. *Please Note:* If your program does not have a video, show a destination presentation (see page four).

Show the five-minute student and parent videos at your respective meetings. You can also download them by logging on to MyTrip and clicking the green PL Resources button.

Program Update Holder



The Program Update Holder is designed to hold any 8½" x 11" piece of paper that informs students about updates or changes to your program.

Post this in your classroom and use it to display registration updates from MyTrip, flyers, or anything else you want!

Any time you see this icon throughout the Promotion Handbook, you can find that tool or learn more information on MyTrip!

Helpful MyTrip Information

Download helpful materials and create your own promotional website for parents and students with MyTrip! Special features include an easy-to-use Photo Gallery and email capabilities. Parents can enroll in paper-free billing, sign up for EZPay, and monitor their payment schedule and balance at their convenience in MyAccount.

How do I access MyTrip?

You can simply navigate to mytrip.worldstrides.org. or access MyTrip by going to www.worldstrides.org and clicking the login to MyTrip button in the top right corner.

How do I log in for the first time?

After signing up to travel with WorldStrides, you'll receive an automatic email from MyTrip with your Program Leader ID (PLID) and details about setting up your account.

Setting up your account is easy! Simply go to mytrip.worldstrides.org and click the link to join as a Program Leader. After opening the link, enter your PLID and create a username and password for yourself. Once you've completed this step, return to the login screen to login to your MyTrip site.

I forgot my password. What should I do?

Click on the forgotten password link located just below the login area on mytrip.worldstrides.org.

Your username and password will immediately be sent to you after you've entered your email address.

How do students and parents sign up for MyTrip?

Students, parents, and adults sign up for MyTrip by clicking the appropriate button located on the MyTrip login page. Whether they are registered to travel with your program or not, they'll be able to create a MyTrip account to get information about your program.

PL Resources

Locating the perfect tool for promoting and planning your WorldStrides program is easier than ever when you use PL Resources on MyTrip.

Here is a sample of the many tools available, which are organized into five categories:

- **Promotion:** parent email templates, promotional flyers, Promotion Handbook and tips, destination presentations, and videos
- **Planning:** Policy Handbook and Chaperone Handbook
- **Fundraising:** Fundraising Handbook, Gift of Education letters, and scholarship information
- **Education:** Professional development proposal, Discovery for Credit information, and Discovery Journals
- **PL Training:** MyTrip tutorial, Online Parent Presentation, and new training tools as they become available



You can even see who has registered for your program and create room lists on MyTrip. In addition to the five document categories, a bar on the right-hand side of every page features links to view registrants and create room lists, as well as your post-trip survey.

MyTrip has everything you need, from your own personal website for your students (created by WorldStrides) to downloadable documents and online tutorials that will get you started and help you maintain excitement throughout the registration process. Turn the page to learn about a few of the most valuable promotional tools available on MyTrip!

PROMOTIONAL TOOLS ON MYTRIP

Tools on MyTrip

Description

How to use it

MyTrip Promotional Website



WorldStrides gives you your own free and interactive website to help promote your trip. Undecided students and parents often feel more comfortable making the decision after checking out their program's website.

WorldStrides has already set up this website for you, and we encourage you to personalize it as soon as you can! Log in to MyTrip to add important updates and pictures. Email parents and students with the click of a button. You can even give students the ability to help you personalize your site.

Online Parent Presentation



This online presentation contains information about WorldStrides as well as information about your destination.

Watch this before your parent meeting in order to prepare. These presentations contain a great deal of general information and may answer some questions that parents have about WorldStrides. Show it at your parent meeting or direct parents who missed your meeting to watch it at home.

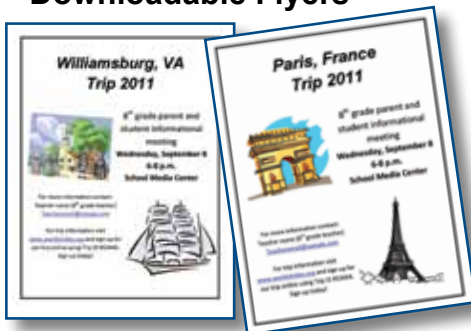
Destination Presentations



These customizable PowerPoint slideshows are available for most destinations. They contain colorful photos of sites as well as detailed descriptions of activities.

Use these slideshows at your student presentation and parent meetings in addition to your video (if applicable). Download and save them onto your computer from the Promotion section of PL Resources.

Downloadable Flyers



These pre-designed flyers contain information specific to your destination and are available for download from PL Resources on MyTrip.

Post them to remind your students about the parent meeting, student presentation, registration deadlines, or extensions. You can download them onto your computer and customize them, or simply use them as ideas to create your own! Visit the Promotion section of PL Resources to get started.

STUDENT PROMOTION

STUDENT PROMOTION: A SNAPSHOT

Ensure Your Program Gets Started Right!

Three important things you must do to get students excited about your program are:

1. Personally hand a student invitation to every student in the grade(s)! Have them write the parent meeting date and location in the space provided on the back of the envelope.
2. Personally present the program during class time and show the WorldStrides video. Use the announcement speech on page six of this book to see how thousands of teachers just like you present their programs.
3. Be enthusiastic and don't rely on other teachers to present for you. They won't be as excited as you!

In a WorldStrides poll, **more than 90%** of teachers give a student presentation to generate interest in their trip.



Remember!

Try to present your program to students in the morning, when they expect more information and are more attentive.

Keep It Simple...

Here are a few more simple steps that require little effort and have yielded great results for our most successful Program Leaders:

- ◆ Direct your students to the Student Center at www.worldstrides.org for program videos, details about your destination, fundraising ideas, packing tips, and more! See page eight to learn more about the WorldStrides Student Center.

Program Leaders report that inviting students from previous programs to student and parent presentations is one of the best ways to create interest and excitement.

- ◆ Post an announcement about your program on your school and/or district website or on your school's marquee.
- ◆ Display pictures, posters, and program information in or near your school's lobby, gym, library, cafeteria, and classrooms for extra visibility. Create a bulletin board in the front hall of your school and/or in your classroom. See page seven for more information.
- ◆ Show the video in the cafeteria during lunch so more students will get excited about your program.

Make It Your Own...

- ◆ Customize your MyTrip promotional website or email site administration rights to one of your students and ask for their help.
- ◆ Customize a destination presentation, available in the PL Resources section of MyTrip, to show your students pictures of the various sites and activities on the program.

MyTrip

STUDENT PROMOTION: THE PRESENTATION

An effective student presentation is essential to generating interest in your WorldStrides DiscoverNow! program. Below is an outline with helpful tips, developed by teachers who have traveled with students for years. Please refer to Appendix A on page 16 to view the sample scripts for your particular destination.

75% of Program Leaders promote their trips on the school news or during the morning announcements! Refer to Appendix B on page 19 for sample announcements

Student Announcement Speech Outline – Seven Easy Steps!*

Main Topics

Key Messages

1 Introduction

- ◆ “I’m about to make an announcement...”
- ◆ “I will be taking a group from our school to Washington, D.C.”
- ◆ “Not only are you going to learn a lot, you’ll have the most fun you’ve had in your entire life!”

2 What will we see?

- ◆ “We’ll see the White House, where the president lives, see the actual Declaration of Independence...”
- ◆ Refer to Appendix A for destination information.

3 How will we get there and where will we stay?

- ◆ “We will fly on a plane/ride in a bus, and stay in a great hotel... You’ll even get to choose your own roommates...”

4 Show the five-minute video

- ◆ “Now, I am going to show you a short video of what it is like on the actual trip...”

5 Pass out student invitations

- ◆ “As I give you your invitation, I want you to promise me that you will take it home today and speak with your parents tonight...”
- “Let’s each write the date, time, and location on the back of the student invitations I just handed out so nobody forgets to attend the meeting.”

6 Create a sense of urgency!

- ◆ “I want to make sure there is room for everyone, and the trip is open on a first-come, first-served basis!”

7 Closing

- ◆ “WorldStrides also offers \$1 million FLAG Scholarship funding for students. Look for more information in your student invitation.”
- ◆ “A trip like this is one you will never forget. You will have a wonderful time with all your friends, and the memories you make will last a lifetime!”
- ◆ “Does anyone have any questions about the program?”

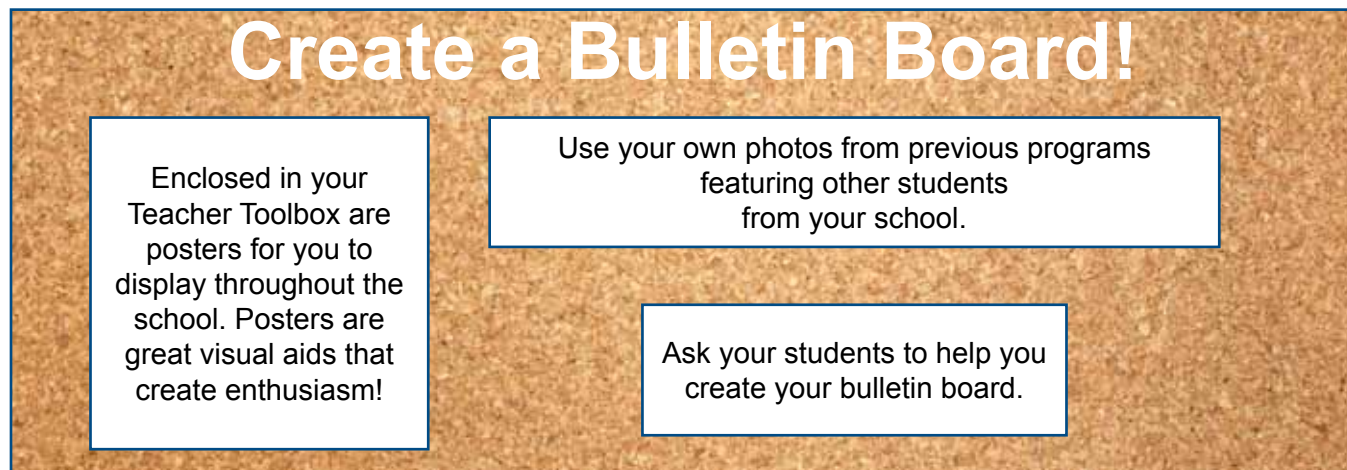
*Turn to Appendix A on page 16 for detailed, destination-specific scripts.

STUDENT PROMOTION: MAKE THE MOST OF YOUR TOOLS

In addition to showing the student video and passing out student invitations, there are several ways to keep your students excited and passionate about your travel program.

Create Visual Aids

Most teachers post visual aids for students around the classroom and throughout the hallways to build excitement and give students a great idea of what they will see on the trip.



Choosing Your Trip Captain

Many Program Leaders have found that selecting a specific student to help promote their programs to others is a tremendous help in the planning and promotional stages. These students are referred to as “Trip Captains,” since they take the lead on helping you to plan and promote your trip. Having an active Trip Captain can also result in a more successful travel program. In fact, during a recent pilot program, Program Leaders with active Trip Captains grew their trip by an average of one to two full-paying participants.

In addition to boosting the size of your group, a Trip Captain can be a valuable resource for you. A Trip Captain can help you spread the word about your WorldStrides DiscoverNow! program throughout the school. A recent survey of Program Leaders who selected a Trip Captain shows several activities that a successful Trip Captain can perform:

- ◆ Create bulletin boards for your trip in hallways, classrooms, the gym, and the cafeteria (Bonus: make posters using photos from previous years or customized printouts to put on the bulletin boards).
- ◆ Speak during the school announcements to give trip information and updates.
- ◆ Create a Facebook page for your trip and invite classmates to join.
- ◆ Visit all of the invited classes to talk about the trip, and recruit friends and their parents to attend the parent meeting.
- ◆ Invite previous Trip Captains or former travelers to speak to the new classes about the trip.
- ◆ Assist in setting up and managing your MyTrip page, by adding photos, important dates, and announcements you’d like to feature.

In addition to these popular ideas, Trip Captains can help you by creating and displaying other trip communication materials, including banners, a trip countdown display, or a newsletter. They can assist in planning and promoting a fundraiser, like selling candy or holding a dance, and can even help with roommate lists, making trip t-shirts for your entire group, and taking pictures while traveling.

Consider adding a Trip Captain for your upcoming program. You’ll enjoy the additional support that comes with having a student pitch in!

Show your Students the WorldStrides Student Center!

Our website is a great resource for students, whether they are looking for specific information about their trip or just want to get a better idea of what a trip with WorldStrides is like. Encourage your students to explore the Student Center at www.worldstrides.org featuring:

- ◆ Photo galleries from different destinations
- ◆ E-postcards students can send to friends and family members
- ◆ Fun facts that have been posted to our *Making Strides* blog
- ◆ Testimonials from travelers on past WorldStrides trips
- ◆ Answers to common student questions
- ◆ Information about MyTrip, Discovery for Credit, and scholarships and fundraising
- ◆ Photo Galleries
- ◆ And much more!



Encourage your students and parents to like WorldStrides on Facebook!



Connect with other travelers, swap stories about your trip, and answer cool trivia questions. See photos, videos, and updates from our educators, Course Leaders, students, and parents while they're traveling. Stay up to date on all things WorldStrides with links to our newsletter articles and interviews.

Check us out on Facebook at www.facebook.com/WorldStrides!

PARENT PROMOTION: A SNAPSHOT


To Guarantee a Successful Parent Meeting...

A successful parent meeting makes all the difference in generating interest in your WorldStrides DiscoverNow! program.

On page 13, our seasoned Program Leaders share their essential secrets for success with tips for preparing for your parent meeting, a parent meeting checklist, and a carefully developed parent meeting outline. Use these proven tactics to ensure an outstanding parent meeting!

Get started today by setting aside a date and getting the word out.

- ◆ Ask your Account Manager to put the date of the meeting in your student invitation.
- ◆ Pass out parent meeting flyers for students to take home to parents. Your Account Manager will provide these flyers. Or, you can download these from PL Resources on MyTrip. See Appendix D on page 24 for examples or ask your Account Manager.
- ◆ Create a sign-up sheet for students whose parents can attend the meeting to get an estimate for attendance. Post it in your classroom.
- ◆ Use the parent meeting invitation email template found in PL Resources on MyTrip to share details about the meeting and create excitement.



Remember!

Show the WorldStrides parent video at your parent meeting.

Keep It Simple...

Here are a few more simple steps you can take to get parents behind your program:

- ◆ Direct parents to the Parents section of www.worldstrides.org. This can help answer questions a parent may have about traveling with WorldStrides.

WorldStrides Program Leaders report great attendance at parent meetings after personally calling parents and inviting them to the meeting. Face-to-face invitations (i.e., at a parent conference) are especially effective.

- ◆ Invite previous program participants and/or their parent(s) to talk about their experiences on the trip and with WorldStrides.

Make It Your Own...

- ◆ Post announcements and pictures on your MyTrip website.
- ◆ Download a destination presentation from MyTrip in PL Resources and present it at your parent meeting.
- ◆ Send a parent meeting follow-up email after your meeting to thank parents for attending and to provide them with a link to register online. You can find this email template in PL Resources on MyTrip.



MyTrip

PARENT PROMOTION: THE PRESENTATION

An effective parent meeting is an important way to help get your program off the ground. Our promotional tools, website, and Online Parent Presentation make it easy for you to convey the value of a WorldStrides DiscoverNow! program.

WorldStrides has a group of experienced Program Leaders who may be available to help you during your parent meeting! Ask your Account Manager if a member of the Distinguished Educator Network (DEN) may be available to come to your school!



In Preparation for Your Parent Meeting

Meeting Location:

- ◆ A classroom is the most ideal setting when you are dealing with a group of 25-35 people.
- ◆ For larger groups, a library, cafeteria, auditorium, or small gym can be used.

Remember!

Be sure to think about technological capabilities in your selected location. A computer and a DVD player will allow you to show the WorldStrides website and DVD.

Finalize the Meeting Date, Time, and Length:

- ◆ Tuesday, Wednesday, and Thursday nights are the best options. On Mondays, you risk parents having forgotten over the weekend. Most of our Program Leaders prefer scheduling meetings on Tuesdays.
- ◆ 6:30 or 7:00 p.m. are often the best start times for meetings. The meeting should run about 30 to 45 minutes.
- ◆ Make sure your meeting doesn't conflict with a large school function, such as a play or sporting event.

If possible, try to avoid having your meeting on Back-to-School Night. Parents already receive a lot of information and are often rushed. Instead, use that night to make a personal announcement about your upcoming parent meeting.

Promote the Meeting:

- ◆ Invite parents and students to attend.
- ◆ Use your MyTrip website to post announcements about your meeting and to create customized flyers to display in school and pass out to students.

Work with involved parents to pick a good time for people to attend and to help you to get the word out!

- ◆ Put an announcement on the school website, newsletter, newspaper, calendar, school marquee, in-school TV program, etc. Ask your Account Manager about how WorldStrides can assist you in this effort.
- ◆ If your school has an all-parent email list, send an email invitation to everyone to ensure that your meeting is well-attended.

What to Bring to your Parent Meeting – A Checklist

- ☑ A sign-in sheet is a great way to collect all the contact information (including phone numbers and email addresses) for parents who may be interested in the program. You can use this information to contact parents later. Don't forget to bring extra pens! You can find the sign-in sheet on PL Resources.
- ☑ A customized agenda (also found on PL Resources) passed out at the beginning of the meeting will help parents follow along. They can use the extra room to take notes or write down their questions.
- ☑ Extra student invitations are important to have on-hand for parents who haven't yet received them from their children or who may have left their packet at home.

Remember!

Encourage parents to register online using classroom computers!

- ☑ The Online Parent Presentation will convey a great deal of information (available at www.worldstrides.org). You can download the presentation to your computer beforehand if you do not have internet access in the meeting room. Use the parent meeting guide found on page 12 to walk you through the presentation.

Remember!

Encourage parents who are unable to attend your parent meeting to visit the Online Parent Presentation in the Parents Section on our website.

- ☑ WorldStrides DVDs and/or destination presentations can help parents and students visualize the sites you will see on your program.
- ☑ Sharing the Fundraising Guide will assist parents willing to help out with fundraising efforts. You can include a column about fundraising on the sign-in sheet.
- ☑ WorldStrides' Policy Handbook contains all the registration details and FAQs to help you answer parents' concerns.
- ☑ Use the Discovery Journal to highlight the educational value of the trip for the student. Discovery Journals include site information, photos, trivia, thought-provoking questions, and open areas for notes.



Parent Presentation Outline – Seven Simple Topics To Cover

Main Topics

Key Messages

- 1 Welcome Everyone!**
 - ◆ Be excited, confident, and introduce the agenda for the meeting.
 - ◆ Introduce yourself and briefly talk about why you are taking this trip.

- 2 Introduce WorldStrides**
 - ◆ Introduce WorldStrides as the premier student travel organization in the nation, with a passionate and professional team of travel experts that will craft the perfect program for your students. WorldStrides' first priority is the safety and security of students, chaperones, and teachers.
 - ◆ WorldStrides strives to enrich lives by taking students beyond classroom walls. WorldStrides DiscoverNow! programs are enhanced by educational resources like Discovery Journals, trained Course Leaders, and Discovery for Credit opportunities.

- 3 Show the Online Parent Presentation**
 - ◆ The Online Parent Presentation contains information about WorldStrides and your destination.
 - ◆ Showing the Online Parent Presentation will answer some questions that parents have about WorldStrides, so be sure to share it at the beginning of your parent meeting.

- 4 Discuss Program Price and Inclusions**
 - ◆ Explain that the price is all-inclusive. (*Inclusions may differ based on the program. Please refer to the student invitation to review inclusions.*)
 - ◆ Pass around or show a sample student invitation with the Trip ID number and other important information highlighted.
 - ◆ Explain payment options and the Full Refund Program, which can protect families' investments should travelers need to cancel due to unforeseen circumstances. (*Not applicable to international programs.*)
 - ◆ Point out the standard cancellation policy in the terms and conditions of the registration brochure.
 - ◆ Don't forget to mention WorldStrides' need-based FLAG Scholarships!

- 5 Showcase the Program Experience**
 - ◆ Share the travel dates and length of the program – refer to the student invitations and talk about what you enjoy most about the program.
 - ◆ Show the five-minute DVD and/or destination presentation.
 - ◆ Convey the incredible personal and social development that students gain on their program.

- 6 Encourage Registrations and Offer to Collect Them**
 - ◆ Show parents a sample registration form that has been filled out and offer to collect registrations at the end of the meeting.
 - ◆ Explain the other ways to register and show the online registration page at www.worldstrides.org, and encourage parents to join MyTrip!

- 7 Take Questions**
 - ◆ Explain where parents can go to find the answers to many of their questions, including the WorldStrides website.
 - ◆ Thank parents for coming and collect completed registration forms.

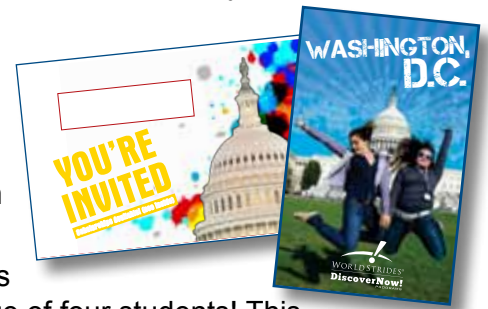
WorldStrides Program Leaders and Account Managers have developed a parent meeting script to reflect years of experience and proven tactics. See Appendix C on page 21 for the full script.

TIPS FROM SUCCESSFUL PROGRAM LEADERS

WorldStrides is in constant contact with our Program Leaders to find out what strategies they find most useful in getting students and parents excited about their program. Here are some WorldStrides survey results that are sure to have a great impact on your program promotion!

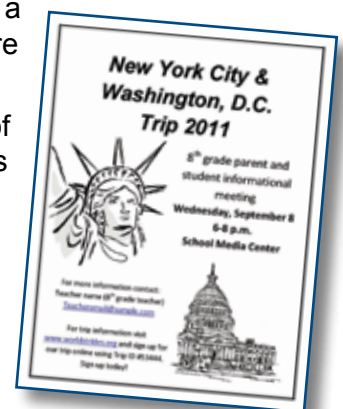
Promoting to Students:

- ◆ Program Leaders who personally visit each classroom to promote the trip average three to four more program attendees than those who rely on colleagues to distribute the program information!
- ◆ Three out of four Program Leaders hand the student invitations directly to their students, increasing participation by an average of four students! This method has been proven more effective than leaving a stack of student invitations out in the classroom for interested students to take.
- ◆ Nearly 60% of Program Leaders invite the entire grade level (as opposed to inviting their classes only) for the most success!
- ◆ Hanging at least five posters around the school attracts two or more additional students per trip!



Promoting to Parents:

- ◆ Give parents ample notice of your parent meeting. Parents are 30% more likely to attend a parent meeting if they are given at least one week's notice, and almost half of parents prefer to be notified two weeks in advance.
- ◆ To accommodate more parents' schedules, host your parent meeting on a Tuesday evening and/or hold more than one parent meeting. Tuesdays are preferred 2:1 compared to the next most favorable day (Wednesday).
- ◆ Promote the Early Registration Discount (if applicable). The likelihood of each parent's attendance increases by 8% when they are informed of this discount prior to the meeting.
- ◆ To help entice parents to attend, offer refreshments at your parent meeting. A WorldStrides survey showed that 100% of respondents who were offered refreshments attended the parent meeting.
- ◆ Inform parents that students are welcome at the parent meeting. Parents are more likely to attend if they know their children have a safe place to be during the meeting.
- ◆ If possible, invite the parents directly. The likelihood of attendance increases by 10% when the parent receives a personal invitation from the Program Leader.
- ◆ Don't forget to mention the need-based FLAG Scholarships which are granted on a first-come, first-served basis.



PROMOTION DURING THE REGISTRATION DRIVE

To Guarantee Students Stay Interested...

In order to maintain excitement during registration, you should:

- ◆ Post your Program Update Holder in your classroom. Use it to display registration updates, flyers, fundraising information, etc.
- ◆ Continue to discuss the program in class and look for opportunities to refer to it in class lectures or discussions.
- ◆ Allow your program participants to pick their own roommates.
- ◆ Let students give their input by helping choose sites on your itinerary.
- ◆ Have your students visit our Facebook page where they can see photos, videos, and updates from other groups traveling on WorldStrides DiscoverNow! programs.



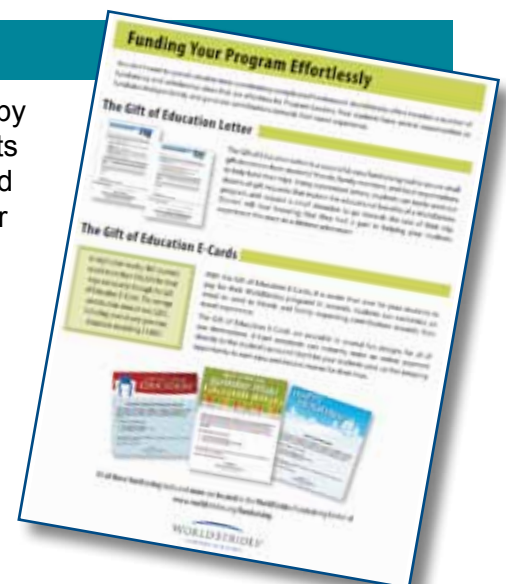
Students love to see who has signed up for your trip and it may inspire other students to register. You can print this list directly from the View Registrants section of PL Resources.

Keep It Simple...

- ◆ Increase awareness by organizing a trip club at your school. Ask a couple of outgoing, friendly students to lead this effort.
- ◆ Use the fun facts you receive from your WorldStrides representative as a trivia contest with your students. Additional fun facts are available on WorldStrides' facebook page at www.facebook.com/worldstrides. Give a small prize to the first five students to get the correct answer.
- ◆ Post the number of days until the trip in the classroom or hallway. Put a student in charge of changing the number each day.

Make It Your Own...

- ◆ Create a sense of community throughout your school by fundraising. There is no better way to bring your participants together on a regular basis (and help more students afford the program) than with the WorldStrides program as their common goal. Refer to your Fundraising Guide for great ideas and success stories from other Program Leaders!
- ◆ Students can share their trip excitement and request donations with a customizable letter or e-card to share with friends and family! Check out our fundraising website at www.worldstridesfundraising.com.
- ◆ Update your MyTrip website with new pictures and announcements!



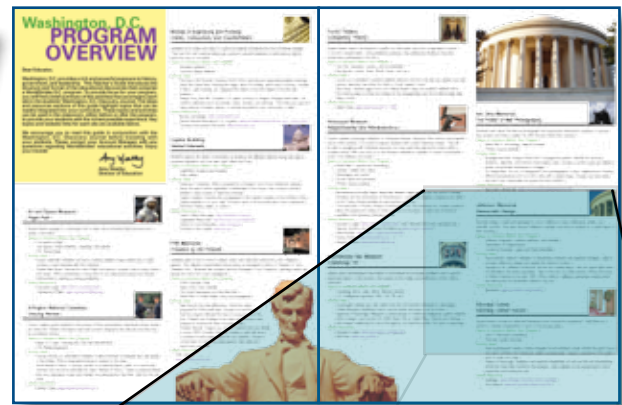
MAKE THE MOST OF YOUR TOOLS

In addition to all the promotional tools, we provide you with a comprehensive set of educational resources for use before, during, or after your travels. All of these, including Teacher's Guides and Discovery Journals, can be downloaded in PL Resources on MyTrip at www.worldstrides.org.



Enhance Classroom Learning

We suggest you incorporate your program into the classroom curriculum before the trip, not only to maintain excitement for your program, but to provide your students with the richest possible experience!



Each Teacher's Guide (available for most of our programs) contains a short description of each site, topics to introduce before your program, activity ideas for your classroom, and websites where you can go for more resources or information.



Discovery Journals (available for all WorldStrides destinations) are excellent tools that your Course Leader can use with your students throughout your travel program. You can also use the innovative and stimulating questions and activities with your students shortly before your departure to challenge them in a fun and interactive manner!

APPENDIX A: SAMPLE STUDENT PRESENTATIONS

Introduction

“Hi everyone! May I have your attention, please? I’m about to make an announcement, and I need you to pay close attention. I’m going to tell you about something that is going to be one of the best things you do all year!

I will be taking a group from our school to [destination name] during spring/summer break. Not only are you going to learn a lot, you’ll have the most fun you’ve had in your entire life!

What They Will See



Washington, D.C.: We’ll see the White House, where the president lives, see the actual Declaration of Independence, spend a day at the Smithsonian Institution (which is the best museum complex in the world), and also visit Capitol Hill where the laws are made that we live by here in [State].



Florida Science in Motion: We will go to the Disney’s Magic Kingdom® where you can ride roller coasters and see some of the secrets of Disney. We’ll visit Epcot® and see the evolution of communication inside Spaceship Earth, the giant 180-foot-tall geosphere. We’ll also go to Kennedy Space Center, where you can see the Astronaut Hall of Fame, and we’ll speak with an astronaut!



Florida Habitat: H₂O: At Homosassa Springs we’ll get to observe some of Florida’s native species, like alligators, river otters, black bears, bobcats, and flamingoes. Then, at Crystal River you’ll actually get to swim with the endangered manatees! We’ll take a boat ride to Egmont Key, a small barrier island, where you’ll catch cool water creatures While snorkeling at Rainbow River, you may find prehistoric shark’s teeth that are being released as the underground limestone caves erode!



Florida Splash into Science: We will explore the Everglades on a tram, where we might see alligators, otters, herons, wood storks, brown pelicans, or fiddler crabs. We’ll get to snorkel near a coral reef in the Florida Keys and learn about this underwater ecosystem. You will explore behind the scenes at a world-class sea turtle hospital. Finally, you’ll have a once-in-a-lifetime opportunity to swim with dolphins!



Costa Rica: We’ll explore rainforests, dry forests, mangroves, cloud forests, and volcanoes in a matter of days. We’ll get a glimpse of what it’s like to be field ecologists by going out into the field at the Tirimbina Rainforest Center and collecting and analyzing data. Then, we’ll take a white water rafting adventure down the Sarapiquí River. At Arenal Volcano National Park, we’ll see the amazing fireworks of one of the world’s most active volcanoes at night! Finally, we’ll soar through the rainforest on a zip line adventure to see the Costa Rican rainforest from a bird’s eye perspective!



London: We'll see must-sees of London like Big Ben, the Tower of London, St. Paul's Cathedral, and Westminster Abbey. We will spend time at the British Museum where we'll see the Rosetta Stone. One night we will take a guided walking tour and learn about London's ghosts when we visit some of the secret haunts and creepy corners of the city. We'll also attend a West End theatre performance and eat a traditional pub dinner. One day, we will travel outside of London to Oxford, to visit England's oldest university. We will also have plenty of free time to explore the city and go shopping!



Paris: We'll see the famous must-sees of Paris like the Eiffel Tower, the Champs-Élysées, the Arc de Triomphe, Notre Dame, Sacré Coeur, Musée d'Orsay, and Boulevard St. Germain. We'll spend time at the Louvre, one of the world's best art museums, where we'll see masterpieces like the Mona Lisa. We'll take a night cruise on the Seine River through the City of Lights. Throughout the trip, you will also have plenty of free time to explore the city and go shopping!



Rome: We'll see the famous must-sees of Rome like the Vatican City, Piazza Venezia, the Spanish Steps, and Piazza Navona. We will walk in the steps of Roman emperors when we visit the Roman Forum. We'll spend time in the Colosseum, where 50,000 Roman spectators would be entertained by gladiator battles. We'll see Michelangelo's Pietà at St. Peter's Basilica and climb a spiraling walkway to the top of the dome. One night, we'll appreciate Italian cuisine when we learn to make our own pizza and taste it right out of the oven. Throughout the trip, you will also have plenty of free time to explore the city and go shopping!



Madrid and Barcelona: In Madrid, we will hear Castilian Spanish spoken by locals as we explore Plaza Mayor and Puerta del Sol. We will visit the cathedral ruins and gardens of El Palacio Real and enjoy a picnic lunch in El Parque del Retiro. When we get to Barcelona, we will start to experience the Catalan language and enjoy a traditional tapas dinner. We will put our language skills to use when we shop for souvenirs and bargain with locals along Las Ramblas. We'll visit the Palau Reial and the Museu d'Història de la Ciutat. We'll even have the unique experience of a Flamenco dance lesson. We'll experience the famous architecture of Gaudí when we spend time in the Parc Güell and Sagrada Família. Throughout the trip, you will also have plenty of free time to explore the cities and go shopping!



China: We'll hike remote sections of the Great Wall of China and then sleep under the stars on the Wall! We will practice Tai Chi at the Temple of Heaven, attend a Kung Fu show, and expand our Mandarin skills during a language lesson. We will visit Tiananmen Square, the largest public square in the world, explore the Forbidden City, the Chinese imperial palace from the Ming Dynasty to the end of the Qing Dynasty. We'll also appreciate authentic Chinese cuisine as we prepare and eat lunch at the home of a Beijing family and experience an authentic Peking duck dinner. We'll see the world-famous Olympic "Water Cube" and "Birds Nest," home of the 2008 Olympics, and meet future Olympic champions when we visit a famous sports school.

Where They Will Stay

This trip is going to be so much fun! We will fly on a plane/ride in a bus, shop for souvenirs, and stay in a great hotel. All of the meals will be included, and the food is really great! You'll even get to choose your own roommates and spend free time hanging out in the hotel with your friends!

Show the Video/Destination Presentation

Now, I am going to show you a short video of what it is like on the actual trip, from the perspective of other students.

(At this point, show the promotional video, and answer any questions that may arise. If a video is not available for your destination, you may choose to download a customizable destination presentation from the PL Resources section of MyTrip.)

Pass out Student Invitations

How fun does that look? I am just coming back from another class, where I told the students about the trip and asked for a show of hands to see who wanted to go. EVERYONE raised their hand and took an invitation! So now, please raise your hand if you would also like to go on the trip and receive a student invitation.

Create a Sense of Urgency

As I give you your invitation, I want you to promise me that you will take it home today and speak to your parents tonight. I want to make sure there is room for everyone; the trip is open on a first-come, first-served basis! *[Be sure to check out the cool fold-out poster inside your invitation. Hang it on your bedroom door or on the refrigerator to remind your parents how excited you are about our trip!]*

Tell them about the parent meeting

I am going to have an information meeting on [date/time/place], and I'd love for each of you to come with your parents. You'll get all the details and you can also register to travel that night. I don't want anyone to miss out, so let's each write the date, time, and location on the back of the student invitations I just handed out so nobody forgets to attend the meeting.

Closing

Thanks for your attention, and I hope each of you will join me on this awesome trip. We are going to have a blast!

APPENDIX B: SAMPLE P.A. ANNOUNCEMENTS

The following are some examples of announcements you can make at school in order to get students signed up and to maintain excitement for your program. Not all destinations are represented here, so be sure to visit PL Resources on MyTrip to download more, or ask your Account Manager for more ideas!

Washington, D.C.

- ◆ Was the White House always white? How tall is the Washington Monument? How high is the statue of Lincoln sitting down at the Lincoln Memorial? In what foreign country did President Obama live for part of his childhood? Get the answers to these questions and more on our upcoming trip to Washington, D.C. Don't miss this exciting chance for you and your friends to visit our nation's capital! If you have questions, please see me today.

Answers:

- The White House got its name after being painted white to cover the damage the British caused when they tried to burn it down in 1814.
 - The Washington Monument is 555 feet tall.
 - The statue of Lincoln is 19 feet high seated. He would be 28 feet tall if he were standing!
 - Barack Obama lived in Indonesia for four years as a boy.
- ◆ In the state dining room of the White House you could easily seat 140 dining guests, but you won't get a seat on our Washington, D.C., trip if you don't register by (deposit deadline). Come see me if you have questions.

New York City

- ◆ Is Times Square really square? Why is Broadway called the Great White Way? How tall is the Statue of Liberty? You can get the answers to these questions and more on our upcoming trip to New York City. If you need more information, see me today.

Answers:

- Times Square is actually two triangles formed by the angle of Broadway cutting across 7th Avenue between West 42nd and 47th streets.
- Broadway is sometimes called the "Great White Way" because of its bright lights.
- The Statue of Liberty is 151 feet tall from base to torch.

Florida: Habitat: H₂O

- ◆ On our upcoming Florida program, we will embark on an adventure to the wild side when we swim with manatees, snorkel in the Rainbow River, and hike along the Gulf Coast! We will also visit Busch Gardens Tampa Bay, where we will come face-to-face with more than 2,500 exotic creatures, explore fascinating cultures of faraway lands, and experience some of the most thrilling rides in the Southeast! Please stop by to learn more about how you can sign-up for our exciting program!
- ◆ Did you know that manatees participate in playful activities such as body surfing and follow-the-leader? If you want to swim with manatees and see them play firsthand, bring in your registration form and deposit for our Habitat: H₂O program in Florida by (deposit deadline).

Florida: Splash into Science

- ◆ Did you know that the Turtle Hospital in Marathon, FL, has successfully treated and released over 750 sea turtles since 1986? Come with me to visit these interesting creatures on our upcoming Florida Program.
We will explore behind the scenes at this world-class sea turtle hospital, examine x-rays, learn about conservation efforts, and feed rescued sea turtles. Please stop by to learn more about how you can sign-up for our exciting program!
- ◆ Have you ever wanted to swim with dolphins, snorkel around a living coral reef, or kayak through the Everglades? You can experience all of these and more when you register for our exciting Florida program! See me for details.

Florida: Science in Motion

- ◆ Have you ever wondered how a roller coaster works? On our upcoming trip to Florida, we will ride roller coasters in Disney World® and study their thrill elements first-hand! Please stop by to learn more about how you can sign-up for our exciting program!
- ◆ You can travel back in time 40,000 years in Spaceship Earth at Epcot®, have lunch with an astronaut, and explore SeaWorld, but only if you register to travel on our Science in Motion program to Florida! Come see me for all the details.

Florida: Dive In: Life in the Field

- ◆ Have you ever seen the vibrant colors of a coral reef firsthand? On our upcoming Florida program, we will discover abundant wildlife as we snorkel in crystal-fresh water and search for prehistoric sharks' teeth, which are being released as the underwater limestone caverns erode. We will also embark on a snorkeling adventure to explore the exotic world of Florida's coral reefs. Please stop by to learn more about how you can sign up for our exciting program!
- ◆ Have you ever wanted to swim with dolphins? Hike and kayak through Florida's wilderness? Swim alongside gentle and endangered manatees? You can do all this and more when you travel to Florida on our *Dive In: Life in the Field* program! Contact me for more details.
- ◆ Do you know where to find a top-rated beach in the United States? There's one on Florida's Caladesi Island, which is famous for its untouched beauty and white sand beaches. You can visit Caladesi Island on our *Dive In: Life in the Field* program! Come see me for more information.

Costa Rica

- ◆ Imagine taking hold of a zipline and soaring through the rainforest of Costa Rica. Now imagine guiding a white water raft down one of the cleanest rivers in Costa Rica. If this sounds like fun, see me about our Costa Rica trip today!
- ◆ Costa Rica is in Central America, located between Nicaragua and Panama. It is geographically about the size of West Virginia, but features more biodiversity than all of North America or Europe! Exploring such a diverse country is a once-in-a-lifetime opportunity. If you're interested in taking a trip to Costa Rica with your classmates, stop by my classroom and pick up a student invitation today!

APPENDIX C: PARENT MEETING SCRIPT

The following script was developed to give you a better idea of what a successful parent meeting looks like. We combined ideas from various Program Leaders and Account Managers to reflect years of experience and proven tactics. We hope you will read through it carefully and even use it as a guide for your own meeting. Although it is specific to a Washington, D.C., program, you can use it as a model for any one of our programs. It can also be found (along with a separate version for our international programs) in PL Resources on MyTrip. Good luck!

Welcome everyone!

- ◆ Be excited, confident, and set expectations for a time-frame.
- ◆ Introduce yourself and briefly talk about why you are taking this trip.

Good evening and welcome! I am so excited you could be here tonight. First, I want to thank you for coming. I know that you have very busy lives, and I appreciate your time and attention. Tonight's presentation will last about 30 minutes, and then there will be some time at the end when I will collect your registrations and field any questions you might have.

I am _____, for those I have not had the privilege of meeting yet, and I teach _____ here at _____.

For New Program Leaders Only:

Each year, thousands of educators take their students on educational travel programs to experience learning in the "real world." Travel is a transformative experience that can inspire your child forever. I am thrilled to have the opportunity to take students to Washington, D.C., to learn about our nation's history and government.

For Returning Program Leaders Only:

I have been taking students to Washington, D.C., for ____ years now, and it is one of the most rewarding things I do as a teacher. I have found no better way to teach my students history than to take them to D.C. I have seen students stand in respect and awe at the Vietnam Memorial, shake hands with veterans at the WWII Memorial, and look in wonder at the Declaration of Independence at the National Archives.

For Either New or Returning Program Leaders:

I work each day in the classroom to bring the lessons of our country's history to life, but there is nothing like discussing the issues facing our nation while standing on the steps of the Supreme Court, Capitol Building, or dozens of other inspiring places we will visit on our trip to Washington, D.C. I take your students so they can better understand what it means to be an American and a citizen living in this nation.

Introduce WorldStrides

- ◆ Assure parents that their children are taken care of at every step.

I have chosen to travel with WorldStrides, the premier student travel organization in the nation. In addition to having nearly 45 years of experience in the field, WorldStrides' commitment to safety and security is the reason I have chosen to work with them.

WorldStrides provides the safety and security I need to assure all of you that your children will be taken care of every step of the way. There is at least one WorldStrides staff member with us 24 hours a day, and they have an entire team dedicated to serving us. First, an "On-site Coordinator" is at the hotel at all times. He or she is there to check in for us before we even arrive, make sure all the room keys work, and be available to help in case of an emergency or any last-

Don't forget to invite past participants to attend your meeting!

Show parents the WorldStrides Identification Badges their child will wear throughout the program.

- ◆ Point out WorldStrides' focus on education: Discovery Journals, specially-trained Course Leaders, and high school credit opportunities.

minute changes. While we're traveling, WorldStrides provides us with the highest-quality Course Leaders (guides) and Motorcoach Drivers. Additionally, each student receives a WorldStrides Identification Badge that has all the emergency numbers they need in case they get separated from the group. One of those numbers is for WorldStrides' Tour Central, a 24-hour office located in Washington, D.C. Tour Central is equipped to handle all types of emergencies. WorldStrides provides Night Chaperones to monitor the halls throughout the night until 5:00 a.m. This really helps me rest assured that all my students are safe in their own rooms. Finally, WorldStrides has a partnership with the George Washington University Department of Emergency Medicine that provides in-hotel care or phone consultations to all travelers. As you can see, WorldStrides' first priority is the safety of their program participants, and I would not settle for anything less.

Since WorldStrides is an accredited travel study school, they strive to enrich lives and inspire students with knowledge and understanding that a classroom alone cannot provide. Before we travel, all students receive this great Discovery Journal, which they keep with them throughout the trip. It has activities for each site we visit, so students get to reflect on and really absorb what they learn. The Course Leaders, specially trained to lead WorldStrides groups, are extremely knowledgeable, seek to engage the students, and inspire them to learn about our country's history and ponder the direction of our future. One of the best things about traveling with WorldStrides is that your students are eligible to receive high school credit through their online Discovery for Credit program. I encourage you to go to their website at www.worldstrides.org to find out more about this great opportunity.

Don't forget to mention FLAG Scholarship

WorldStrides' FLAG Scholarships are granted on a first-come, first-served basis. Nearly \$1 million dollars will be awarded to students traveling on WorldStrides programs in 2011-2012.

Families with an Adjusted Gross Income (AGI) of up to \$85,000 are invited to apply to receive this scholarship. Visit www.worldstridesfundraising.com for more information!

Discuss Program Price and Inclusions

Remember: Fees for checked luggage are the responsibility of each traveler.

- ◆ Pass around or show a sample student invitation with the Trip ID number and other important information highlighted.
- ◆ Explain payment options.
- ◆ Explain the Full Refund Program.
- ◆ Point out the Standard Cancellation Policy.

So what does this program include? It includes EVERYTHING. The price of \$X written on your student invitation includes three meals a day, airfare, hotel accommodations, the motorcoach, our Course Leader, all entrance fees, and even gratuities. Once you register for the program (I will collect registrations at the end of this meeting), you send your payments directly to WorldStrides, and they handle all your questions and concerns.

Once you have registered, you have a few different payment options, which will be explained again on your first invoice. You can pay the balance in full, apply for a payment plan, or have equal monthly payments debited from your bank account using EZPay. Payments by Echeck are also available for your convenience.

Please note that when you register you are automatically enrolled in the Full Refund Program, which means that you will get your money back (minus your deposit and fees) if you decide to cancel for any reason until the day before the trip. For example, if your child gets sick and cannot travel, or if a family emergency arises at the last minute, you will be reimbursed by WorldStrides. The program additionally protects against loss of employment by providing a refund including the Full Refund Program fee, for participants who must cancel their program. The Full Refund Program is a good investment, and I highly recommend it. This program costs an additional \$X and if you choose to decline it, you will need to check the appropriate box on the back of your form. If you do not check it and accept the program, then the \$X is added to the cost of your program.

Please make sure you read the Standard Cancellation Policy in the Terms and Conditions section of the brochure, especially if you choose to decline the Full Refund Program.

Showcase the Program Experience

- ◆ Share the travel dates and length of the program – refer to the student invitations.
- ◆ Share what you enjoy most about the program, including your favorite sites and how the students are affected.
- ◆ Stress the personal and social growth that students undergo on the program.
- ◆ Show the video!

The details about our trip are all also in your student invitation. As you can see, we depart on _____ and return on _____, spending _____ nights in Washington, D.C. Also on the back of your student invitation is a sample itinerary. While it isn't our final itinerary, it does give you an idea of the action-packed days we'll have and the sites we'll visit.

Some of the highlights for the students and me are seeing the beautiful memorials at night, standing where Martin Luther King, Jr., gave his speech on the steps of the Lincoln Memorial, and laying a wreath at the Tomb of the Unknown Soldier.

While the things they will see and learn are priceless, another thing I really enjoy about this trip is watching the students grow socially. It is an opportunity for them to travel without mom and dad, but in a safe environment. They learn independence—whether it's budgeting their time and money, being responsible for themselves and their belongings, or riding on a plane or subway with their friends. In my experience, students grow and learn more on this trip than they do in the classroom throughout the school year. It is truly amazing to witness their growth!

Now I will show you a short video that will help give you a better idea of how wonderful this experience is and just how much your children will see and learn.

Make sure you have the right equipment to present the video, and test it before the meeting!

Encourage Registrations and Offer to Collect Them

- ◆ Show them the other ways to register.
- ◆ Encourage parents to join MyTrip!

If you would like to register for this program tonight, I have a sample form up here at the front of the room with all the school information already filled out. All you need to do tonight is fill this out and make the \$99 deposit to secure your child's spot on the trip. I will be collecting registrations at the end of this meeting and will send them to WorldStrides for you.

While I encourage you to fill out your forms tonight, you may also register online on the WorldStrides website, or call Customer Service at 1-800-468-5899. This number is also on your student invitation.

Before you leave tonight, I want to make sure all of you know how to sign up for our very own trip website. WorldStrides has provided us with a customized website called "MyTrip," where you can find information about our destination and where I will post any updates for upcoming meetings and fundraisers. It also allows me to email everyone who has registered for the site all at once. So please sign up for it if you haven't already. Simply go to the WorldStrides homepage (www.worldstrides.org) and find the MyTrip icon at the bottom of the page. All you need to do is enter your email address and the Trip ID number that is on your student invitation. Please circle that number so you don't forget it!

Take Questions


If you would like to know more about WorldStrides and this trip, on the WorldStrides website is also a great resource. I think you will find that it will answer most of your questions. Additionally, the WorldStrides' Customer Service Team can answer any trip-related questions you may have. If you have any questions for me now, I will be happy to take them.

Thank you for coming, and I hope that all of your children will get to experience this once-in-a-lifetime opportunity. Please drop off your registrations with me and have a wonderful evening!

APPENDIX D: SAMPLE FLYERS ON MYTRIP

Go to MyTrip to access parent meeting flyers and application deadline flyers. Log in and visit PL Resources. See page four for login information.


**Williamsburg, VA
Trip 2011**




8th grade parent and
student informational
meeting
Wednesday, September 8
6-8 p.m.
School Media Center

For more information contact:
Teacher name (8th grade teacher)
Teacheremail@sample.com

For trip information visit
www.worldstrides.org and sign up for
our trip online using Trip ID #53444.
Sign up today!




**New York City &
Washington, D.C.
Trip 2011**



8th grade parent and
student informational
meeting
Wednesday, September 8
6-8 p.m.
School Media Center


For more information contact:
Teacher name (8th grade teacher)
Teacheremail@sample.com

For trip information visit
www.worldstrides.org and sign up for
our trip online using Trip ID #53444.
Sign up today!



Space is still available!

Don't miss the exciting chance to visit **New York City** with your friends!



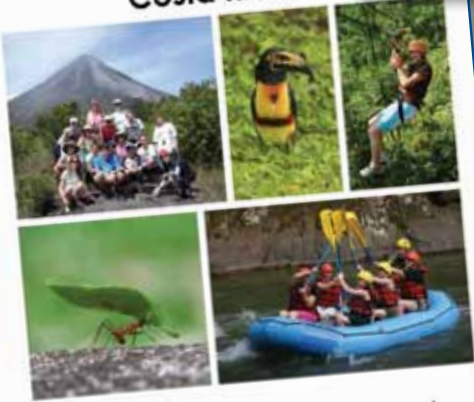
Sign up today! The application deadline is _____!

For more information contact _____

Email: _____ Telephone: _____

Last chance!

There's still time to sign up for our trip to
Costa Rica



Hurry! The application deadline is _____!

For more information contact _____

Email: _____ Telephone: _____

**Paris, France
Trip 2011**



8th grade parent and
student informational
meeting
Wednesday, September 8
6-8 p.m.
School Media Center

For more information contact:
Teacher name (8th grade teacher)
Teacheremail@sample.com

For trip information visit
www.worldstrides.org and sign up for
our trip online using Trip ID #53444.
Sign up today!

