

# Fundraising is Key to a Great Student Tour

A tour operator has provided a great itinerary, the logistics are falling into place, and students are getting excited and encouraging their friends to sign up for the big trip. Now for the tricky part: fundraising.

As a student travel planner, you know all too well that fundraising is where the rubber meets the road regarding school trips, whether it is a three-day choir tour or a week-long trip to New York City and Washington D.C. And effective fundraising takes a lot of coordination, effort and time.

The following information provides the perspectives of three travel professionals representing tour operator companies that offer student tours.



“Explorica is committed to enriching students through educational travel, and that means helping teachers extend the opportunity to as

many students as possible. In addition to offering the guaranteed best prices in the industry and easy monthly payment plans, we also provide fundraising webinars, a resource packet full of great fundraising ideas and an exclusive teacher-to-teacher mentorship program.

“We find that most groups engage in some form of fundraising activity to defray the costs of optional activities or simply to cover a portion of the tour fees. Fundraising is also a great way to help students bond before they depart.”

—Cara Rudio, Explorica  
Boston  
+1.617.210.6175, explorica.com



“In our 40 years of sending student groups on tour, fundraising has often made the difference in a trip’s success. Besides the obvious financial component,

fundraising can also initiate and maintain a tradition of community support that can benefit an organization in many ways. Students who are actively involved in fundraising become more invested in the tour, and the working towards a common goal enriches their tour experience.

“Witte supports groups at every step of the process by collecting and sharing great fundraising ideas, providing top-notch promotional materials and happily working with the school to apply funds across individual student accounts.”

—Lauren Beachum, Witte Travel & Tours  
Grand Rapids, Michigan  
+1.844.954.9675, wittetours.com



“Fundraising is a very important part of the trip planning process for our youth and student groups. We have a list of 100 fundraising ideas that we provide to our clients, and we are always sharing successful fundraising endeavors when we hear about them. We also offer our own scholarship opportunities and encourage our clients to consider various travel funds and scholarships like the Mary Lynn Higgins Youth Fund and the SYTA Youth Foundation that support students who would otherwise not be able to experience the opportunity to learn outside of the classroom.”

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—Marcie Ellison-Outerbridge,  
Ellison Travel & Tours Ltd.  
Vancouver, British Columbia  
+1.604.983.2470, ettravel.com

## Five Fundraising Web Resources

- 1 SYTAyouthfoundation.org** The Student and Youth Travel Association’s foundation provides details on funding opportunities available from SYTA members and other community resources.
- 2 Easyfundraisingideas.com** This website includes a number of categories such as no up-front-cost fundraisers, high-profit discount cards and candy/snack fundraisers.
- 3 Classtrips.com** Many aspects of travel planning for K–12 and college groups are covered on the site, which has a special section dedicated to fundraising ideas.
- 4 Biddingforgood.com, Benefitevents.com** Putting your organization’s donated items up on these, or similar, online auction sites can broaden your reach beyond your local community.
- 5 School-fundraisers.com** In addition to offering suggestions on current projects, the site also has toolkits and resources to help with the entire fundraising process.

*This listing does not constitute endorsement by the National Tour Association of these websites.*