



# How to *Recruit Travellers*

We've been helping group leaders recruit for decades, so follow these steps and you'll soon be leading the trip of a lifetime! And remember: Your program consultant is always available for additional guidance.

## **START NOW**

The sooner you begin, the more time you'll give your travellers to spread out their payments. A few months can make a big difference in their monthly payment amount, helping more families afford your tour. So don't delay!



### **1 CHOOSE A MEETING DAY AND TIME**

Choose a day, time, and location to hold an informational meeting for parents. Pick a time that's convenient for working parents, and, if possible, provide pizza (or better yet: goodies from the destination you'll be travelling to on your tour).

### **2 HANG POSTERS**

Fill in your meeting details on the provided posters and hang them in high-traffic areas around your school, like the cafeteria, entrances and exits, main hallways, and, of course, your own classroom.

### **3 GET SUPPORT FROM A TEACHER MENTOR**

Our exclusive Teacher to Teacher (T2T) program connects you with fellow educators who've led multiple student tours. From one-on-one conversations to interactive group webinars, our wonderful mentors volunteer their time to answer your questions and offer proven tips for successful tours. Learn more and get connected on [explorica.ca/T2T](https://explorica.ca/T2T).

### **4 FIND ADVOCATES**

Know a few students who are likely to join your tour? Have a colleague who loves to travel? Identify key influencers in your community and ask them to be your tour ambassadors by spreading the word about this awesome opportunity.

### **5 ANNOUNCE YOUR TOUR AND DISTRIBUTE INVITATIONS**

In addition to hearing about the trip from your advocates, it's crucial that students also hear about the trip from you. Personally announce your tour to your students and the school on a regular basis. Hand out the included meeting invitations for students to bring home to their parents.

### **6 LEVERAGE PROMOTIONAL OPPORTUNITIES**

Take every possible opportunity to talk about your trip. Here are a few ideas:

- Connect destinations with lessons. Visiting the Louvre? Ask the art teacher to tell his/her students that they can see the famous works of art they're studying on your trip. Heading to Costa Rica? Ask the biology teacher to tell his/her students that they can experience the rainforest ecosystem in person. The more colleagues support you, the better!
- Announce at school events. Ask for a few minutes to talk about your tour at school-wide events.
- Promote online. Post your tour info, including your Tour Centre URL, on social media and your school website.



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### PREPARE FOR YOUR PARENT MEETING

A few weeks before your meeting:

- Choose a registration deadline. Talk to your program consultant for advice, but most of the time you'll want to set a relatively short deadline (2–3 weeks after your meeting) to prompt action.
- Request a personalized parent meeting PowerPoint presentation from your program consultant. Your consultant may even be able to attend the meeting with you for extra support—just ask!
- Compile the names, phone numbers, and email addresses of everyone who expresses interest in your tour, then personally call or email them to make sure they're coming to your meeting.
- If you know a student or parent who has gone on a student tour or travelled to your destination, invite them to your meeting to talk about their experience.

A few days before your meeting:

- Send reminder emails and/or text messages to all who expressed interest, and distribute reminder flyers.
- Do a dry run of your presentation, considering the best words to use for potentially worrisome issues. For example, while discussing the itinerary, say 'teacher-directed time' or 'structured free time' rather than 'free time,' to alleviate parents' concerns. Refer to the trip cost in terms of an 'investment' rather than a 'fee' or 'price,' to reiterate the educational and developmental value of travel. Your program consultant can provide additional advice for the specifics of your tour.

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### HOST YOUR PARENT MEETING

You're ready to host a great meeting! Follow these tips to make it even better:

- Open on a warm, personal note and remember to introduce yourself and your role in the school community. This establishes credibility and helps develop rapport.
- Share your motivation. Enthusiasm is contagious! Be sure to share why travel is important to you, why you are passionate about sharing this type of experience with your students, and why you selected your particular tour.
- Stress the value, not the price. Price is usually the most difficult message for families, so focus on the value of the educational experience, both in regard to the subject matter and their students' personal growth and development.
- It's okay if you can't answer every question that may arise. Refer people to the Explorica FAQs page or the Explorica Customer Care line if possible, and for everything else just ask your program consultant after the meeting.
- Use the 80% rule. At the end of the meeting, ask for a show of hands of who thinks they're about 80% sure they'll sign up. This will help you predict your enrolment numbers, while helping to persuade anyone in the room who's still on the fence.
- Stress the registration deadline. Remind parents of the deadline, so they go home and sign up while they are still excited from the meeting.
- Have fun!

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### FOLLOW UP

You're ready to host a great meeting! Follow these tips to make it even better:

- Send a thank you message to every attendee. Be sure to include your tour URL ([www.explorica.ca/\[your Tour Center ID\]](http://www.explorica.ca/[your Tour Center ID])) and text or email the reminder about your enrolment deadline.
- Watch for an email notifying you that your first traveller has enrolled!
- Log in to your Tour Centre frequently to see how many travellers have enrolled, and send out emails to registrants when necessary.

