

# Fundraising **tools**

2021



## Student fundraising

- › Most travelers engage in some form of collective fundraising activity, either to pay for a portion of their tour fees or to cover the costs of optional activities, upgrades or extensions.
- › Fundraising also helps to engage families and local communities in the educational travel experience.

## Explorica's personal fundraising pages

- › Explorica is committed to enriching students through educational travel. In addition to offering the guaranteed best prices in educational travel and easy monthly payment plans, we also provide a variety of resources to help you raise funds for your tour.
- › We give every paying tour participant their very own fundraising page on [explorica.com](http://explorica.com). The simple, user-friendly interface puts the fun back in fundraising by enabling students to solicit and accept online donations using their favorite social networks. Travelers can set their own fundraising goal, write a message about why the trip is important to them, and share their page using built-in sharing functionality.

## Spread the word!

### 01 Set a goal

The total tour fee is the default fundraising goal, but participants can adjust their goal at any time.

### 02 Personalize it

Travelers can personalize their fundraising pages in order to create unique, individualized sites that highlight their personal travel goals.

### 03 Share your goal

Spread the word! Travelers can share their fundraising page on social media, via email and more to start receiving donations.

## Personalizing your fundraising page

- › The page is ready to use as-is, but participants can personalize it by uploading a photo of themselves, writing a personal statement and/or adjusting their fundraising goal. Note: The total tour fee is the default fundraising goal. Participants can adjust their goal at any time, but the maximum allowable goal will always be the total cost of the tour.



## Sample page

- › Here's an example of a personalized page, in which the participant ("Emily") has uploaded her own profile image, edited her personal statement and adjusted her fundraising goal to \$1,000. The tour info (video, itinerary, list of inclusions) and information about Explorica are built into each page.
- › In this example, the participant has received four donations, which appear in the "Supporters" column on the right. Each time an additional donation is made, the donation amount, donation date, supporter's name and message (if applicable) are automatically added to the list.



▼ **TOUR ACCOUNT** [make a payment >](#) [terms & conditions >](#)

**Remaining Balance: \$772.42**  
**Payment Plan:** Monthly automated plan (checking account)  
**Amount Paid:** \$1,864.58  
**Last Payment Made:** Dec 5, 2018  
**Next Payment Due:** Jan 5, 2019  
[details >](#)

[Go to my fundraising page >](#)





# Holiday donations

## Giving the gift of travel

How many holiday sweaters do you really need (or want) living in the back of your closet? This year, let your family and friends know that they can make a donation towards your upcoming tour instead! But before you ask them to help send you on an educational travel experience you'll never forget, review these tips:

Send a personal letter or email. When you're reaching out to your family and friends, include some of the details from your itinerary. Let them know that you're not just visiting Costa Rica ... you're seeing a volcano for the first time or zip lining through the rainforest, and much more.

Follow these steps and your family and friends can easily cross your name off their shopping list by giving you the gift of travel.

Take a look at the customizable template on the following page, so you can send out a fundraising letter of your own!

**Happy holidays!**



# The gift of **travel**

Dear

I am planning to participate in an amazing educational program by traveling with my teacher and classmates to

We'll spend a total of \_\_\_\_\_ days together immersing ourselves in local culture and history. Here's what I'm most excited for...

- >
- >
- >

**In order to take part in this unique adventure, I need to raise**

Please help me by sponsoring a portion of my trip. Any contribution you could make would bring me that much closer to this once-in-a-lifetime experience.

Call or email me if you have any questions or want to hear more about this really great learning opportunity. Explorica is the educational travel company organizing our trip and you can check out our tour online at [www.explorica.com/](http://www.explorica.com/)

Sincerely,



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## Yes, I would like to contribute!

I will sponsor the following amounts:

- |  |   |
|--|---|
| <input type="checkbox"/> \$25 for a souvenir to remember my trip     | <input type="checkbox"/> \$250 toward my hotels on tour |
| <input type="checkbox"/> \$50 to try out some local snacks abroad    | <input type="checkbox"/> \$500 toward my airfare        |
| <input type="checkbox"/> \$100 toward tips for my expert local guide | <input type="checkbox"/> \$_____ Other amount           |

Sponsor Name: \_\_\_\_\_

Sponsor Address: \_\_\_\_\_

Please attach a check made payable to:

