



OUR WORLD  
OUR CLASSROOM

# ORGANISING AN INFORMATION EVENING

TIPS & TRICKS FOR FUNDRAISING



We understand that schools are very busy places and organising a successful information evening for a school trip can seem daunting, especially if you are competing with lots of other tours. The team at Educating Adventures have put together this quick guide to help you.

## CHOOSING A DATE

01



### TIMING IS IMPORTANT

Choosing a date It may seem obvious, but with such busy school calendars, it is important to ensure the date you choose for your school trip Information Evening does not clash with any other events that will stop your target audience attending, such as school camps, concerts or other information sessions.

## ADVERTISING

02



### GETTING THE WORD OUT

Getting the message out to all students and parents about the trip can be challenging, so it is important to consider all avenues for promotion:-

- School website/intranet/school magazine/school newsletter
- Put posters up around school – EA can supply these if needed
- Ask colleagues to promote your tour in their classes
- Short announcement in assembly
- E-mail parents/send a letter home
- Educating Adventures can set up a personalised private webpage for you to email to interested parties



"Amazing! Awesome! Absolutely worth it! These were the words my students used to describe this trip. Educating Adventures staff are dedicated to ensuring our safety, comfort and enjoyment. EA has excellent customer service on and off ground. They will help you all the way."

**Hira Tallat, Head of Physics, Dagenham Park School, NASA Trip - USA**

## WHAT TO PRESENT ON THE EVENING

### CREATE A STRONG SENSE OF COMMUNITY

In our experience, it is best to present the information in a visual format, using either PowerPoint or Prezi or other similar software. Visuals have the greatest impact, so try to include several images in the presentation, and avoid lots of written content.



#### Important information to present on the evening:-

- Give a brief introduction to what your talk will cover
- Introduce yourself and your travel provider. Let the group know you are working with an expert who will be organising all logistics for the trip
- Outline the proposed tour: destination, itinerary, logistics, activities etc. Remember you have two target audiences - the parents, who will be concerned with the educational outcomes and safety; and the students, who will most likely be interested in the educational and fun activities. Be sure to let the students know there will be some downtime incorporated into their itinerary (e.g. for them to shop in New York or Paris etc)
- Highlight the aims and focus of this specific trip, as well as the overall benefits of a school trip - global citizenship; responsibility; understanding currencies (managing money); leadership within a group. If you plan to undertake fundraising activities to assist with trip costs, students will learn about saving and working towards a goal as a team.
- Discuss the outcomes for the specific trip focus - experiential learning; career options; real world applications of specific subjects
- Talk about the risk assessments you, and your travel provider, undertake as part of the planning process and reiterate that safety is a priority and the students will be monitored closely throughout the trip
- Discuss recommended methods of communication while overseas – perhaps your school could create a closed Facebook page, or parents could be sent an update e-mail from the teacher every few days (Needless to say, it's best students don't spend too much time contacting home on their smart phones, so they make the most of their trip!)
- Recommend different forms of travel money, and that extra spending money should be taken
- The process for choosing students: fees up-to-date, behaviour, written application?
- Inform the group of trip costs and due dates for deposit and instalments.

**WE SUGGEST A TWO-WEEK PERIOD BETWEEN THE DATE OF YOUR INFORMATION EVENING AND THE FIRST DEPOSIT REQUIRED.**



## OTHER IDEAS TO CONSIDER

### INSPIRE YOUR STUDENTS

- If you have run a similar school tour before, it is a great idea to get a previous participating student/s to present on their experiences and what they gained from the trip. This can really inspire parents and other students. (Just ensure you give the presenters a brief and/or have a rehearsal prior so they feel comfortable).
- If you have photos or video taken on a previous tour, you could show this during your presentation to give further insight and inspiration.
- Mark off a list of attendees, and highlight who is interested, so you know who to chase up and how likely the tour is to run.
- Have handouts to give parents, such as the itineraries, code of conduct on the trip, medical information.
- Find out if anyone is travelling on a different passport and alert EA, as there may be visa issues we will need to advise on.
- Make the evening as interactive as possible, ask parents and students questions and be prepared for questions in return.

