Kaleidoscope Adventures®

THE ULTIMATE FINANCIAL GUIDE FOR YOUR STUDENT TRIP



Helping it All Make “Cents”!

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INTRODUCTION



Planning a student trip is the ultimate way to connect your curriculum to reality or practice to performance. It's proven to be one of the best ways to engage students in learning beyond classroom walls.

However, when it comes to finances, planning a trip can also be stressful. There are so many factors to consider. In this guide, we'll cover all the hot topics:

- **Trip Costs**
- **Ways to Save**
- **Sponsorships**
- **Fundraising and Scholarships**
- **Payments**
- **Travel Protection**
- **Spending on the Road**

In short, we'll show you how to get the most value from a positively invaluable travel experience! Let's get started....

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UNDERSTANDING TRIP COST

THE OBVIOUS COSTS

Travel has some obvious, big-ticket costs. These are the things we all recognize are part and parcel of the travel experience:



- **Transportation**
- **Hotel**
- **Dining**
- **Attraction fees**
- **Park tickets**

THE NOT-SO-OBVIOUS COSTS

But there are also costs on a student trip that you may not have considered:



- **Travel protection**
- **Background checks for chaperones**
- **Medical staff**
- **Security**
- **Festival and/or Competition fees**
- **Venue rentals**
- **Gratuities**
- **International fees (i.e. ETIAS and UK ETA)**

When you add it all up, costs can soar into the thousands! Unfortunately, not every student can afford that kind of financial commitment.

That's why it's important to explore every possible way to save!



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5 TIPS FOR SAVING ON TRIP COSTS

As the trip organizer, there are things you can do to help save on trip costs right from the start. Here are 5 of our favorite insider tips.

1. PLAN EARLY

This one is a no-brainer. Get your trip booked early to lock in the best rates. The past few months have shown us that inflation is real and a huge drain on everyone's wallets. Snag those early bird incentive rates before they disappear.

Booking early also means better selections for hotels, transportation and attractions. You definitely don't want to be stuck at the Bates Motel because you waited too long!

Planning early also gives students a chance to start savng their summer paychecks or fundraise, ensuring better participation.



GREAT BENEFITS TO BOOKING YOUR STUDENT TRIP EARLY

2. PLAN OFF PEAK

If you want to cut costs and crowds, think about planning a summer or fall trip. Off-peak travel often translates to better group rates and less crowded student destinations.

Fall travel also typically comes with better student participation, unique or "VIP" experiences, and (sometimes) even better weather!



5 REASONS TO PLAN A STUDENT TRIP THIS FALL

3. BOOK YOUR BUSES EARLY

It's worth repeating that the past few years have had a significant impact on travel. Motorcoaches have had an especially difficult time bouncing back to pre-pandemic levels of service and availability.

Now with the added costs of fuel, it's absolutely imperative that you BOOK YOUR BUSES early! Booking early is the best way to safeguard the best pricing and ensure that you have transportation to your destination.

BOOKING BUSES AND DRIVING THROUGH THE NIGHT

4. FILL ... THAT ... BUS

There are many factors that affect your bus costs, including

- **Time of year that you travel (see above)**
- **Days of the week that you travel**
- **Where you're going and how long you'll be there**
- **Parking, tolls, and tips**
- **Fuel costs**
- **Number of travelers**

One of the best ways to cut costs on your student trip is to ensure that every seat on the bus is filled.

For example...

A 56-passenger motorcoach can average anywhere from $1,000 - $1900+/day, depending on the factors above. The cost is then divided among each of your paying travelers.

If you have empty seats, the cost increases for each traveler. But if you fill each of the 56 seats with paying customers, the cost for each traveler is lower.



5. OPEN THE TRIP TO OTHERS

If you're having a hard time filling your trip, consider looking beyond your group for other students who want to go.

If the history club is going to D.C., fill the first spots with club members and then open it up to the general population. Or perhaps the band is going to NYC – maybe a few orchestra members will hop on the trip.

Filling those empty seats is a really smart way to save when you plan a class trip!



Teacher Tips for Promoting Trips

SPONSORSHIPS

Student activities are not exempt from the current effects of surging prices– and yet we don't want to deny them opportunities just to save a buck.

The key is to think outside the box for things like band, sports, and even travel. If you haven't considered it before, sponsorships for the school trip might be a great option!

What is a Trip Sponsorship?

A sponsorship is any travel expense that is paid for by a third party. Typically, sponsorships come from businesses or organizations in your community with the expectation that they will be highlighted in some way (like named on the back of a t-shirt.)

Many sponsors can also claim a tax credit for these kinds of donations and are therefore open to helping your group.



Where Do We Find Sponsorships?

There are countless ways to find sponsorships for your school trip. Reach out to local businesses and organizations. These are the people in your community that you know and with whom you do business daily. They are probably inclined to support their local schools.

You can also check with the big-name corporations in your community like McDonald's, Target, Walmart, State Farm, etc. Be aware that many of these bigger companies require applications and often have a deadline.

How Does It Work?

Asking for sponsorships can feel overwhelming, but it's not as hard as you think. Let's break it down into 5 simple steps:

1. Know Your Audience

Each request should be tailored to your specific sponsor. Is your donor a personal contact? Local business owner? Is the sponsor interested in your program or how your travel benefits the students? How does your planned experience correlate with what they do?

One size fits all will not work well with sponsorships. Connect with your benefactor on a personal level.



2. Tell Your Story

Here is where you get to share and shine! Tell your story in vivid detail, highlighting the importance of educational travel and why your trip will change young lives.

PRO TIP: There is a ton of great resource material you can reference in the article below!



5 FABULOUS REASONS KIDS SHOULD TRAVEL

Explain exactly what you will be doing and why it will positively impact student learning. Give your sponsor every reason to feel great about underwriting your trip.



3. Highlight the ROI

So. What exactly is the return on investment? What can your sponsor expect to get out of a financial commitment for your trip?

In this case, the return is not necessarily a calculable profit, but rather marketing value. In other words, sponsoring your trip can help them look good!

- **Talk 'Em Up**

For example, you may be requesting a sponsorship that will cover all student meal expenses on a trip. This may be a great opportunity to reach out to McDonald's or Subway (especially if you've included one of these stops on the itinerary.)

Or consider hyping your donor at your next school event – like a band festival, football game, etc. A big shout-out over the PA system to a stadium full of folks or a banner highlighting your sponsor is great for business.

- **Create a Tiered Program**

The sponsorship amount can dictate the marketing value as well. A business willing to underwrite $5,000 of your transportation costs should be promoted more prominently than one that contributes $500.

Create a tiered donation program to clearly identify what the business can expect for its contribution.



RELATED READING: How to Set Sponsorship Levels and Benefits...

4. Share Your Fundraising Efforts

Make it clear that you are not relying solely on your sponsor to fund your entire trip. Share your fundraising efforts to date – every car wash, hoagie sale, or cookie dough fundraiser.

It's important to show that everyone is working toward making the trip happen. It demonstrates a commitment to and the value of the experience.

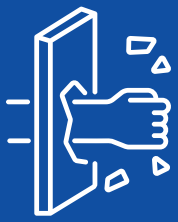
Share

5. Make it EASY to Donate

Make donating to your trip as easy as possible. Be sure your potential donor has everything needed to make a decision. Include specifics like how many students will participate, your 501(c)3 and/or tax ID number, and sponsorship deadlines.

- **Break It Down**

Break your fees down into manageable chunks and calculate the average cost of each.



- Transportation
- Dining
- Hotel
- Attractions



Smaller categories are less intimidating than the overall price tag for the trip.

- **Matching Funds**

Think about requesting matching funds. Matching funds allow sponsors to contribute as much as you've raised OR what you've gotten from other sponsors.

This is a creative way to encourage businesses to help subsidize your trip while reducing their financial commitment.

- **Making Payments**

Ideally, create a secure web page specifically for donations. You can also work with your student tour planner like Kaleidoscope Adventures to create a donation link on your trip page.

If online is not an option, provide other clear ways to pay. Just be sure to tailor them to your audience (i.e. checks, product donations, freebies, etc.)

PRO TIP: Be sure you send a HAND-WRITTEN personal thank you to each of your sponsors! Include photos, student testimonials, and an impact statement. Your benefactor wants to know their contributions were appreciated – and it sets you up for future partnerships.



FUNDRAISING, SCHOLARSHIPS, AND CROWDFUNDING

Fundraising, scholarships, and crowdfunding are also great solutions for reducing trip costs. You can work together as a group or individually to fund your adventure.

Fundraising

There are countless options for fundraising and many ways to do it. You can fundraise as a group or as an individual depending on what works best for you.

Get creative and involve your community. Plan a car wash, organize a rummage sale, or bring in food trucks for a fun evening event. Host a performance that's open to all or schedule a book swap. There are so many ways to make your fundraising efforts organic.









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Scholarships

Applying for scholarships is another way to help students cover trip costs. Kaleidoscope Adventures offers its own Stellar Student Scholarship program for qualified students traveling with us.

Additional scholarship resources are also listed below.

Stellar Student Scholarship

The Stellar Student Scholarship is a 100% paid Kaleidoscope Adventures trip for a qualified student. This is someone who has demonstrated leadership among peers, an improvement in academic or performance skills, or simply needs a financial helping hand. The Stellar Student Scholarship recognizes one outstanding student's achievements and gives him/her a chance to experience the world beyond the classroom.

Students are eligible for a Stellar Student Scholarship based on simple criteria. Students must be:

- registered for his/her school trip with Kaleidoscope Adventures
- in good academic standing with his/her school
- active in community service projects or volunteer activities
- actively working to fund the trip through other means

Find Out More About the Stellar Student Scholarship

Ripley Hunter "World Is a Classroom" Essay Contest

This scholarship is offered through the Student Youth Foundation (SYF). It's open to any student currently enrolled in a secondary public or private academic institution (grades 9-12). Students submit an essay describing the impact of travel on their lives. Scholarships of up to $1,500 are available.

Find Out More About Student Youth Foundation Scholarships

Road Scholarship

Groups or individuals demonstrating financial need can apply for a Road Scholarship through the Student Youth Foundation. SYF's goal is to "make a positive difference, through travel, in the young lives of our global citizens" and the Road Scholarship program has awarded funding to more than 7,200 youth.

Find Out More About SYF Scholarships

Crowdfunding

Crowdfunding is a relatively new, online alternative for raising funds for student trips. It's the practice of collecting small amounts of money from large numbers of people online.

Crowdfunding sites allow tour groups to collect and organize donations from people they know (friends, family, etc.) AND those outside their inner circles (think businesses looking to donate to a good cause).

Kaleidoscope Adventures offers a convenient crowdfunding option as part of its super simple online payment and registration platform.

Kaleidoscope Adventure's Easy Crowdfunding Feature

When an individual creates a trip account in the KA payment system, s/he clicks a button to activate the contributions page. An active link is now available to share with family and friends who may want to help pay for the trip.

CLICK HERE

The link includes trip information, graphics, and any other details possible donors would need. The account owner can also edit certain details to make the page more personal.

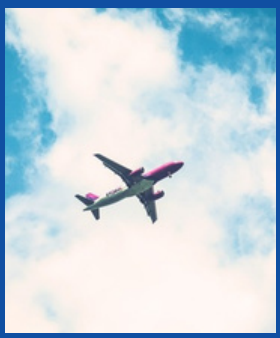
Then, donors simply click the link and make a payment DIRECTLY to the student's individual account! It's so easy!

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TRAVEL PROTECTION



Once parents buy into the trip (literally!), it's time to think about protecting that investment. Travel protection is one way to help safeguard belongings, health and safety. It may provide coverage for unexpected events before or during your trip.



If something goes wrong, a protection plan may reimburse you for pre-paid, non-refundable trip expenses – depending on the plan and situation. This can help you avoid paying out-of-pocket.

Battleface is the preferred travel protection partner for Kaleidoscope Adventures. Our Travel Protection 101 guide helps parents and group leaders understand how travel protection works.

Travel Protection 101

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ONLINE PAYMENTS

Paying for the school trip can be a strain on our wallets – especially in these difficult times. But Kaleidoscope Adventures makes it a little easier by allowing parents to make payments online using a credit card or bank card.

They can pay the initial deposit and then make additional payments on the schedule you set. No need to pay one lump sum upfront!

How to Make Online Payments on a Kaleidoscope Adventures Trip



SAVVY SPENDING

When it comes to students spending on the road, there are no hard and fast rules. However, there are some guidelines that might be helpful!

Meal Money

For example, we generally recommend that students budget $10 to $20 per meal if eating on their own. However, some meals are included in a trip package, so they should check with the teacher/sponsor for details regarding specific trip inclusions.

Spending Money

We all know that grandparents love to shower students with "a little bit of spending money for the trip." But flashing a wad of cash isn't necessarily a great idea while they're traveling. Encourage students to set up a mobile payment app like Apple Pay or Venmo for easy access to their souvenir fund.







Till

Kaleidoscope Adventures partners with Till to make your students' travel adventures even better.

Till is a popular money management app and debit card used by student travelers. Students that sign up receive a free Till debit card that can be used for on-trip expenses like meals and souvenirs.

Tour Directors distribute funds through Till, while parents can monitor spending in real-time and add money if needed. Unlike cash, if a Till card is lost or stolen, it's simple to lock and replace through the app, offering a safer way to manage money on tour.

Learn More About Using Till on Your Student Trip

IT ALL ADDS UP TO A GREAT VALUE!

Encouraging kids to travel is a wonderful way to help them stretch beyond their comfort zones and sample independence and responsibility. But just like any other trip, these experiences come at a cost.



However, the value of expanding a child's perspective of the world around them is immeasurable. And when you understand how to put the all the pieces of the financial puzzle together, it becomes clear that planning a student trip with Kaleidoscope Adventures just makes "cents!"





