



The School Travel Consultancy



A guide to planning exceptional
educational adventures & school expeditions
Parts 3 & 4





Section 3: Educational Opportunities

Maximising the educational benefit

Modern communication and technology provide opportunities to broaden the expedition experience to a wider base than just those on the trip. This opens up the possibility for community interaction between those travelling and those back home.

In addition, the potential for the whole school to become involved in the learning opportunities provided by your trip is massive, if you can create networks and partnerships within school.

Questions to ask yourself (and your head teacher!)

- Is your adventure or expedition only benefitting the students on the trip?
- How can your trip help educate those staying at home?
- What would be the total audience from a school's combined social media network?
- How could that network be harnessed to promote learning opportunities from the trip?
- What could be achieved if the whole school were part of the wider expedition team and all the resources within a school were utilized to the full? For instance:
 - Could the art department help with designing an expedition logo?
 - Can the business studies team help with entrepreneurial fundraising schemes?
 - How can the geography, history and language departments collaborate so everyone benefits?

Multiple expedition teams

Do school expeditions place an overemphasis on the field team?



Image courtesy of 'digital explorer'

Communicating the adventure experience

It need not cost a fortune to bring the adventure experience back to the classroom, so that all the students in the school can benefit. Resources, communication tools and opportunities include:

Blogs – often free to set up. All you need is access to the internet.

- Wordpress
- Blogger.com
- Moonfruit

In addition to learning platforms, blogs and trip websites are also great for keeping parents up to date and giving advertising opportunities to sponsors.

Social Media:

- Facebook pages
- YouTube
- Twitter
- Vimeo
- Google+

BYOD (Bring your own device)

You need not have hugely specialist equipment. Smart phones can record video, upload photos, track via GPS, video link via Skype, blog and update social media. (But read the communications and mobile communications section of this guide as well)

Planning how to communicate the experience

Start long before you travel. How can your tour/expedition link to the curriculum (not just in your subject) and how can it be overlapped with school life and educational goals?

Plan each day of the trip in advance and analyse how the story could be told so as to make best use of potential content for the day:

- Photos
- Video
- Blog posts
- Google mapping/photos & GIS
- Links to curriculum

How you can use live interactions:

- Twitter (live text chat)
- Skype (voice & video)
- Google+ (voice and video)
- ipadio (voice)



Section 4: Marketing & Fundraising

Marketing your expedition/adventure

Marketing your expedition effectively is paramount to successful fundraising.

Tap into the knowledge of the business studies department if you have one. Treat the expedition like a new business that needs to get off the ground. The more people that know about your expedition and your need to fundraise, the easier the process will be.

Encourage all the students and staff of the school to be involved in the fundraising and marketing of the expedition. If the whole community is behind it, then fundraising will be much easier.

A separate list of fundraising ideas follows, but a few key areas to get up and running would include:

- Have an **expedition "image" or "logo"**. Speak to the art department. Perhaps they could create a school wide competition to design a logo
- Get some **T-Shirts printed** (with sponsors' logos if possible as this will increase their exposure, meaning they will be happier to pay more).
- **PR** – contact all local newspapers, magazines, television and radio to raise the profile of your expedition. Local press are always looking for interesting stories. One article or radio interview could create a lot of coverage. Although it is unlikely that local companies and individuals will offer you money directly off the back of reading an article or hearing a radio interview, they will register what you are doing and may recognise you when you are out holding events and may support you that way. Effective Expedition PR also encourages sponsors.
- Create an **expedition website / web-blog**. This can keep friends, families and sponsors up to date with the progress of the planning and the expedition itself and is also a platform for marketing and fundraising. Include links to websites such as www.easyfundraising.co.uk and encourage everyone in the school to do their on-line shopping through it – it won't cost them any more and you will make money at the same time. This could be a good project if one of the students is studying IT.
- **Obtain sponsors** – local companies and companies / products associated with your destination. You will need to be able to give them something in return for their investment. e.g. advertise their products / logos on your website and/or T-shirt. You need not automatically ask them for money. They may be able to give you a product (for example you may get free first aid kits, or sandals from an outdoor kit company) or a prize for the raffle or competition.
- Search the internet for **grants / trusts/ funding** for young people looking to broaden their horizons.

Fundraising

Fundraising can be fun and is a great way for the group to get to know each other prior to the trip.

What are you raising money for?

If your expedition involves a project, either construction, community based or conservation related, then this is a worthy cause which can be used to promote your fundraising, **HOWEVER...**

Remember that the project fund will usually only comprise a **very small percentage** (perhaps 2% - 5%) of the overall cost of the expedition. At best, this means over 95% of the expedition costs are covering flights, transport, food, guides and operational support and are not going anywhere near helping your charitable aims.

It is important to be honest with prospective sponsors and donors about where and how you will be using their money.

For the logistical costs of a trip, there is a strong argument to only use funds raised from schemes where the donor/sponsor gets something in return for their money (rather than ask them to purely donate money to the 'expedition' on the back of the project or community work phase). Genuine sponsorship schemes / donations, can then be used for the project costs.

How much of your money will be put towards the project?

If you don't already know, ask your expedition provider exactly how much of your money will be put towards the project and then you know where you stand.

Top fundraising tips to share with students:

- Fundraising is hard work, and it would be sensible not to rely on it totally for the expedition funds. A small steady income from weekend and occasional evening work can make a big difference to the amount of fundraising required. Remember though, fundraising can be fun and part of the experience of working towards the shared goal!
- Remember your profit margins! It is unfortunately very easy to forget to add up the true cost of everything you are doing and actually make a loss rather than a profit.
- Money can be raised as a group and also individually using a variety of different methods. It is important to put together a plan of how you intend to do this, when you are going to do it, and what or who you need to help you. Individually and as a group you can look at large-scale ideas and also smaller more long-term schemes. These may both bring in similar amounts, but will need totally different approaches.
- Make sure your fund-raising is legal! Certain activities such as raffles and tombolas may require a licence from the council (see next page)
- Although the money you raise as a group is going to be split amongst a number of people, it is often easier to plan events as a team. Team events are also a great way to get to know everyone else in the group and will provide a great team-building exercise in preparation for your expedition.
- The more interesting, wacky and diverse the fundraising ideas are, the more likely they will be to capture the imagination of your target audience.

Fundraising: keeping it Legal & Safe

When holding events in public areas make sure you have the appropriate licences and you have notified the local authority. Public liability insurance is also likely to be required.

Legal restrictions

There are laws that govern how money can be raised from the public, and you need to ensure your fundraising abides by these. There is plenty of help and advice around – from local and national government, as well as on-line. Resources include:

- **Your local authority:** Local authorities are usually happy to advise and provide help in ensuring your events are legal and safe.
- **Institute of fundraising** offers guidelines and tips on legal and successful fundraising – see www.institute-of-fundraising.org.uk for more details.
- **The Charity Commission's leaflet 'CC20'** (Fundraising and charities leaflet) outlines legal controls on fundraising.
- All entertainment that sells alcohol requires a licence. Events that involve music, dancing, films, plays, sporting tournaments also usually require a licence from the local authority/council. If entertainment is to be on school grounds, the school will probably have a licence for its premises. Check with your local authority and school.

Lotteries and Raffles

There are three types of lottery:

Small lotteries: (include raffles, tombolas and types of small lotteries held at fetes and evening events). To qualify as a small lottery, the value of the prizes must not exceed £50 in total.

Private lotteries: (include ticket based lotteries) sold to members of a club, company, institution or association.

Society lotteries: these tend to be much bigger public lotteries and a limited number are allowed each year. All society lotteries must be registered with your local council, so contact them for more information.

Safe fundraising

Ensuring fundraising activities are safe for a) your team, and b) the public, is vital. Spending a little time planning with your group in advance is time well spent, and getting the students involved in the risk assessment will help build their understanding of risk management for the expedition too.

For each event ask yourself the following questions:

- What could go wrong?
- Who could be affected?
- How can we reduce the likelihood and severity of an incident?
- How would we manage if something did go wrong?
- How will the event be managed? Will you need stewards and crowd control measures, parking attendants etc?

A to Z of fundraising ideas

A

- Aerobics marathon
- Arts or crafts stall/exhibition/fair
- Auction / Auction of promises
- Apple bobbing contest
- Autograph Sale

B

- Bad hair/tie day
- Baked beans bath
- Barbecue
- Barn Dance
- Beard shaving
- BMX bike display, or competition
- Book/comic sale
- Bouncy castle
- Bring and buy sale

C

- Cabarets/talent shows
- Car boot sale
- Car washing (in schools grounds or the supermarket)
- Christmas cards – making and selling them, or selling bought cards
- Christmas card delivery service, pupils pay for delivery within the school or neighbourhood
- Cake Sale
- Carol singing
- Charity shop – open one lunchtime a week selling donated items
- Coffee mornings
- Community litter picking day
- Competitions
- Computer games knockout, best if played in pairs
- Crazy Golf Competition
- Concerts/recitals/plays/shows
- Cookery contest (eg Ready Steady Cook – could be the teachers!)

D

- Dance marathon
- Dinner dance/ball
- Disco
- Dog Walking
- Donut sales in breaktime
- Dragon boat race
- Dry Cornflakes eating contest

E

- Easter egg hunt
- Easter party
- Egg rolling competition

F

- Face painting
- Fairs & fetes
- Fancy dress party/day
- Fashion show (with clothes made by pupils or donated by /loaned from local shops)
- Film show/premiere
- Fireworks party (adults to organise)
- Flower/fruit/vegetable show/sale/display/stall
- Foam party – fill paddling or swimming pool with foam and then party!
- Football tournament

G

- Game shows (eg Stars In Their Eyes, Wheel of Fortune, Blockbusters, Blind Date etc)
- Guess the weight competition
- Gigs (local bands play in school)
- Golf match

H

- Hair beading/plaiting
- Halloween party
- Head Shave

I

- It's a Knockout competition

J

- Judo competition or display
- Jumble sale
- Jelly eating competition

K

- Karaoke competition

L

- Line dancing
- Longest chain of paper-clips, line of coins, etc

M

- Man O Man (or Teacher O Teacher)
- Marathon events - table tennis, aerobics, line dancing, badminton, etc (in shift teams)
- Masked ball
- Maggot racing
- Midnight film shows/parties/etc
- Murder Mystery evening
- Mystery Tour

N

- New Year's Eve dance/party

O

- Odd Job day
- Onion peeling competition

P

- Pancake day race/competition
- Penalty shoot-out competition
- Poetry reading evening
- Penny mile, where coins are lined up and measured – can be done in teams
- Photographic competitions

Q

- Quizzes

R

- Races
- Raffles (make sure they are legal!)
- Rapping contest
- Refreshment sales at events

S

- Santa's grotto
- School fair
- Scoff-a-hotdog competition
- Shakespeare marathon
- Silly games afternoons: egg & spoon, silly races, wet sponge throwing, etc
- Skateboard display
- Slide evening
- Sponsored events (eg bike ride, dog walk, knit, kite-flying, headshave, haircut, hula-hooping, no smoking, rapping, run, shoe-clean, silence, sing, sports match, swim, talk, three-legged walks, walk, watch TV/don't watch TV, window clean, etc)
- Sports contests, teachers vs students
- Stalls (eg cakes, plants, books)
- Spot the ball competition
- Strawberry and cream tea party
- Student-teacher swap day
- Swap-shop

T

- Tea party
- Theme days/evenings (e.g. countries - African, Spanish; soap operas, sports etc)
- Throwing wet sponges at a person/teacher in stocks, great at a summer fair!
- Tombola
- Treasure hunt (pay to enter)
- Tuck shop

U

- Uniform / non-uniform days
- University challenge type quiz

V

- Variety show ("Newcastle's got talent")
- Valentine's night party

W

- Wacky Races
- Welly throwing competition
- Who's that baby? (students and staff bring in photos of themselves as babies)

X

- X-Files day (Use your imagination – the ideas are out there!)
- Xmas fair

Y

- Yoyo competition

Z

- We've not thought of one yet, so if you have any ideas that you'd like to share then please let us know!!



That's all folks. Look out for our next instalments which will run you through:

Section 5: Whilst you are away

Money Management

Tipping Guide

Personal Health & Hygiene

Safety management abroad

Water Safety

Returning home

Section 6: Responsible Tourism

Introduction

Environmental Considerations

Ethical Awareness

Cultural Awareness

Section 7: Sources of Information & Sample Forms

Useful links

Sample forms

Got a question?

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