WHY HAVE A FRIENDS TRAVEL PROGRAM AT YOUR LIBRARY?

🔹 It supports the library’s mission.
🔹 It has the potential to raise funds. Friends groups are usually permitted to do so.
🔹 It builds community bridges.
🔹 It’s lots of fun!

WHAT ARE THE ESSENTIAL ELEMENTS FOR SUCCESS?

🔹 Support from library staff and Friends leadership with clear establishment of roles.
🔹 Goal setting and expectations.
🔹 A well organized, enthusiastic coordinator, with or without a committee.
🔹 PR through multiple channels: Constant Contact, social media, press releases.

START WITH SOME DAY TRIPS

🔹 Determine a comfortable driving distance and draw a circle. This is your target area.
🔹 Check websites for AAA and bus companies to see what they offer. Choose a destination.
🔹 Talk with bus companies for quotes. HINT—be sure to ask about seat belts!
🔹 Establish your break-even point and price accordingly (suggest 30 people per 55 max bus).
🔹 Advertise, hope for the best, don’t be afraid to cancel a trip if necessary.
🔹 Don’t make commitments for tickets that cannot be cancelled.
🔹 Establish a cancellation policy for your travelers/ stick to it/ be flexible if necessary.
🔹 HINT—only one person should do registration and keep the records.

EXPAND?........

🔹 Talk with other Friends’ groups for tour operator recommendations (contact me!)
🔹 Be certain your Friends group and library administration are on board.
🔹 Be transparent about your role and your expectations.
🔹 Set your parameters regarding group size, appropriate destinations, and price point.
🔹 Insist on travel insurance for all passengers.
🔹 Enjoy the ride!

For more information or if you have further questions feel free to contact me!

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