

## 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!

### **Roam With Rhona Travel Services**

<http://travelwithrhona.googlepages.com/roamwithrhona>

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