



ROAD SCHOLAR[®]

Ambassador Guidebook



Handy Links

Link for Collecting New Contacts:

www.roadscholar.org/Ambassador500

PowerPoint Slideshow [Click Here](#)

Please download the PowerPoint before every new presentation, as changes are made regularly to the template. **To Download the slideshow to your computer as a PowerPoint, click the hyperlink, then click “file” and “Download” and choose “Microsoft PowerPoint.”**

Dynamic FAQs [Click Here](#)

These FAQs reflect the most up-to-date information about Road Scholar. Please review these before every new presentation, as changes are made regularly.

Advertising Flier [Click Here](#)

Fill out and print this flier to post around town to advertise for your upcoming presentation, or share it with your host organization and ask them to post it at their venue.

Presentation Thank You Template [Click Here](#)

Be sure to send a “Thank You” to your host organization after your presentation.

Road Scholar Difference Handout [Click Here](#)

This handout covers the basics of what Road Scholar’s all about. You can download this to hand out at your presentation or share with your host organization to print and share.

New Presentation Form [Click Here](#)

Complete this online form as soon as you have confirmed the details of a new upcoming presentation. This form is required to receive credit for your presentation.

Mileage Report Form [Click Here](#)

Complete this online form before the end of the month to receive mileage reimbursement for your presentation.

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Dear Road Scholar Ambassador:

Thank you so much for volunteering to serve as a Road Scholar representative in your community! You play an integral part in the continued growth and success of Road Scholar by enthusiastically sharing your Road Scholar experiences with others. As a not-for-profit organization, our most effective outreach has always come from participants telling their friends about Road Scholar, and you — and the rest of our Ambassadors — lead the way by introducing thousands of newcomers to Road Scholar each year.

I am pleased to let you know that we have developed an Ambassador Benefits Plan in recognition of all your efforts to spread the good word about Road Scholar and our learning adventures in your communities and beyond. This plan is fully outlined in this guidebook.

In addition to making presentations about your Road Scholar experiences to local groups — libraries, retirement communities, affinity groups, etc. — we may also ask you to field media requests and to act as our liaisons at outreach events, fairs and conferences in your community.

We want to make your time as a Road Scholar Ambassador as easy, rewarding and enjoyable as possible. Leading this effort is Kelsey Knoedler Perri, Director of Public Relations. I know you will enjoy working with Kelsey!

Since 1975, we at Road Scholar have worked hard to provide educational programs of exceptional value that are extraordinarily creative and stimulating. Think of us as a university of the world. Thank you for your dedication to Road Scholar and our mission to inspire adults to learn, discover and travel.

Very truly yours,

A handwritten signature in black ink, appearing to read 'James Moses', written over a light blue circular stamp.

James Moses
Road Scholar President



Dear Road Scholar Ambassador,

My name is Kelsey Knoedler Perri, and I am excited to lead the Ambassador Team in my role as Director of Public Relations. I'd love for you to know a little about me:

I have been a part of the Road Scholar communications team since 2016. I began as a Marketing Writer, providing the program descriptions that many of you have read in our catalogs. I then took on the role of Digital Communications Supervisor, managing Road Scholar's blog, Facebook page and other online content. I took the lead of PR, including the Ambassador Program, in 2021.

Learning has always been important to me (I was valedictorian of my high school class), and I discovered my passion for travel when I studied abroad in Ireland in college. I feel so grateful to be able to combine those shared passions in my career at Road Scholar. My Cuba, Galapagos and Antarctica programs have been my favorite with Road Scholar so far. (Ask me about them!)

I grew up in Wisconsin and have been living on the East Coast since 2012. I studied Creative Writing at Saint Mary's College in Notre Dame, Indiana, and earned my MFA from Goddard College in Vermont. I live in Providence, Rhode Island with my husband Dominic, our son Johnny and our rescue pup, Penny.

I look forward to working with you as you reach out to others and share your Road Scholar experiences in your community. Thank you for choosing to volunteer your time and talent to Road Scholar. Our success is made stronger by your commitment to our mission.

Warm regards,

A handwritten signature in black ink that reads "Kelsey Knoedler Perri". The signature is written in a cursive, flowing style.

Kelsey Knoedler Perri
Director of Public Relations
(617) 521-5301
ambassadorprogram@roadscholar.org

Ambassador Role & Responsibilities

What we expect from you

Mission of the Ambassador Program

The mission of the Ambassador Program is to create a network of Road Scholar's most passionate participants who help spread the word about Road Scholar in their home communities.

What is a Road Scholar Ambassador?

A Road Scholar Ambassador is an authorized representative of Road Scholar. Through presentations and personal interactions, Ambassadors promote Road Scholar's enriching travel adventures in their local communities and beyond, with the goal of growing the Road Scholar audience.

Ambassador Requirements

- Attendance on two programs in the past two years (preferably one in North America and one international)
- Completion of Ambassador application
- Internet access

Ambassador Responsibilities

Road Scholar Ambassadors are responsible for developing, launching and maintaining a proactive word-of-mouth effort on a community level that educates Baby Boomers and beyond about Road Scholar and communicates a positive, current and exciting image of Road Scholar as a university of the world.

Basic Expectations

- Commit to a minimum of one year of service
- Seek out and schedule speaking opportunities on your own within your community
- When called upon, deliver presentations at events arranged by Road Scholar
- Spread the word about Road Scholar to others you meet in your community or while traveling
- Build the Road Scholar community by encouraging people you meet to sign up for our mailing list online
- Participate in trainings and meetings
- Read the Ambassador newsletter

Optional Tasks

You can earn additional voucher credit for tasks like:

- Participating in local conferences, trade shows or expos as a Road Scholar spokesperson
- Engaging on date-specific discussion boards
- Posting a program review after your program
- Writing articles for the Ambassador newsletter or the Road Scholar blog
- Performing other "Ambassador Challenges" as they come up

Road Scholar's Role & Responsibilities

What you can expect from us

Road Scholar's Role

- Send new Ambassadors a welcome kit
- Provide Ambassador training and maintain the Ambassador resources
- Provide up-to-date information about Road Scholar through newsletters and meetings
- Keep resources up to date, including the slide show template
- Field requests for Ambassador Presentations from organizations
- Award voucher credit for completed tasks
- Respond to Ambassador questions to the ambassador inbox within a timely manner

Training

We provide training videos for new ambassadors as well as occasional training videos and live sessions on specific topics, from honing your presentation skills to refining your expertise on any of our specific program collections. If there are areas where you feel you'd like more training, please let us know!

Ambassador Resource Center

We have a section on the Road Scholar website that is exclusively dedicated to Road Scholar Ambassadors. Find it at www.roadscholar.org/ambassadors (click on "Ambassador Resource Center").

Newsletter & Meeting

Our newsletter provides a look at featured Ambassadors, news from headquarters, speaking ideas and pointers, and more. Each newsletters may be accompanied by a meeting, which will give Ambassadors a chance to ask questions and socialize with their fellow Ambassadors.

Regular Communication & Updates

It is very important to us that the Ambassadors are kept up to date on the happenings at Road Scholar. If any major changes occur or if any urgent news arises, we will send out new information to as needed.

We're Here to Support You!

All of us at Road Scholar are thankful to you for your enthusiastic support of our organization and mission of inspiring adults to learn, discover and travel. The work you do is essential in introducing other adults to the joys of lifelong learning and educational travel. If you have questions, need guidance or suggestions, need more supplies for a presentation or require specific program information, we are always happy to help. You can reach us at:

ambassadorprogram@roadscholar.org
617-521-5301

Ambassador Benefits

Ambassadors can earn program vouchers for completing the following tasks...

Hosting an Ambassador Presentation

A program voucher will be awarded for all in-person and virtual Ambassador Presentations.*

- \$25 for events with 25 or fewer attendees
- \$50 for events with 25 or more attendees

To receive credit, presentation details must be communicated to Road Scholar at least one month prior to the event by completing the [Ambassador New Presentation Form](#).

Adding Names to the Mailing List

The main objective of your Ambassador Presentations is to acquire new contacts for the Road Scholar mailing list. Ambassadors can earn credit for every new person added to the Road Scholar mailing list through a unique online Ambassador link:

www.roadscholar.org/Ambassador500

- For every new households obtained from presentations, the Ambassador will earn \$1 in program vouchers*
- The new contact must use the link provided above and must mention the Ambassador's name when they sign up in order for us to be able to assign credit

The fine print: The Ambassador must utilize the credit within 24 months of receipt, and the voucher can be applied to only one program. The voucher does not apply to airfare and is not transferrable.

Staffing Conferences or Expos

A \$100 program voucher will be awarded to an Ambassador who staffs a travel show for a full day. These events are typically initiated by Road Scholar, but Ambassadors are welcome to seek out local events.

Email ambassadorprogram@roadscholar.org for event approval in advance of confirming your attendance.

Completing Other Requested Tasks

Road Scholar may provide other opportunities for Ambassadors to earn program vouchers or other rewards for completing specific tasks.

*NOTE: All vouchers will be applied at the end of each quarter (March, June, September, December)

As a voucher recipient, you are responsible for all taxes (federal, state and local, if any) associated with the value of vouchers awarded. You must provide your Social Security number to Road Scholar, as we will report voucher income by law. If you redeem vouchers in a calendar year totaling more than the income reporting threshold established by the I.R.S. (currently \$600), Road Scholar will send you a Form 1099-Misc on or before Jan. 31st of the following year.

Ambassador Policies

Accepting, Declining and Canceling Engagements

We try to ensure that you receive speaking requests at least two weeks prior to an engagement, but we sometimes receive last-minute requests. We hope that you will accept speaking requests whenever your schedule and circumstances permit, but we understand that it will not always be possible to accept all requests.

If you do accept an engagement and then find you are unable to attend, please contact your host immediately to let them know you will not be able to attend and then call our office as soon as possible: 617-521-5301.

Honorariums or Stipends

As volunteers, Ambassadors do not receive payment for their presentations. Road Scholar does not charge a fee to organizations that request speakers. However, a host organization may offer an honorarium as a “thank you” for your presentation. You may accept or decline the gift at your own discretion. We recommend that you consult with a tax advisor if you accept the gifts. Some Ambassadors use the honorarium to defray their traveling costs, while others donate it to the Road Scholar Annual Fund. If an honorarium is offered and you wish to decline, you might ask your hosts to donate it to Road Scholar instead.

Mileage Reimbursement

All presentations arranged for you by Road Scholar will be in your community and within a reasonable driving distance. Ambassadors can receive reimbursement for mileage and/or travel expenses incurred for travel to and from Ambassador Presentations and other events or activities.

- New Ambassadors must complete and return a direct deposit form before their first presentation
- Mileage must be reported by the end of the month following presentations via the [Online Ambassador Mileage Report Form](#)
- Reimbursement is paid electronically, via direct deposit, in the following month
- Road Scholar will reimburse mileage at the rate set by the IRS

In lieu of receiving mileage reimbursement, Ambassadors may write off the expense as a tax-deductible donation to Road Scholar. If you're interested in this option, email ambassadorprogram@roadscholar.org for more information.

Road Scholar is a 501 (c)(3) not-for-profit organization. As a Road Scholar Ambassador, you are making a charitable contribution of your time to a not-for-profit cause. Therefore, some of the expenses you incur, such as cost of a meal, may be tax-deductible. We recommend you consult with a tax adviser for information and guidance on this subject.

The Presentation Process

A high-level overview of giving an Ambassador Presentation, from prep to follow-up

Preparing for Your Presentation

- Confirm the date and time of your event with the organizer or host, as well as the anticipated number of attendees. If you plan to use visuals, make sure the facility has the proper equipment. Also, confirm the amount of time that has been allotted for you and tailor your presentation to fit the needs of those you will be addressing.
- Once you confirm the details of an upcoming presentation, be sure to share your presentation details with Road Scholar via the [Ambassador New Presentation Form](#) so you can earn credit for your presentation.
- Prepare and organize your presentation, visual aids and materials. Take the time to go over the [PowerPoint slideshow](#) with talking points and the [FAQs](#) provided for you by Road Scholar. Arrange any materials you need to bring with you. If you do not receive requested materials from us at least three weeks in advance, please contact us.

Conducting a Presentation

- Arrive 20-30 minutes early. Give yourself enough time to arrange your materials and check equipment before your presentation.
- Conduct your presentation. We encourage you to make the presentation unique and enjoyable. See the next page for Presentation Tips

Collecting Email Addresses

The main goal of your Ambassador Presentation is to acquire new contacts for the Road Scholar mailing list. Attendees who sign up for the Road Scholar mailing list using the special link you provide for them will be entered to win a \$500 Road Scholar gift certificate. (And, if one of your attendees wins, you ALSO win a \$1,000 Road Scholar voucher!)

- Direct your attendees to sign up at www.roadscholar.org/Ambassador500. Attendees will ONLY be entered to win the raffle if they sign up using this unique link.
- Take time at the end of your presentation for attendees to pull out their smart phones or use the library computers to sign up for the Road Scholar mailing list. If they don't have smart phones, give them your business card to take with them so they can sign up at home.
- Be sure that everyone knows your name, as they will need it when they sign up in order to be entered to win the monthly raffle.

The Follow-Through

- Ask attendees if they belong to any other organizations that may allow you to present. Take their contact information or give them your business card.
- Thank your host. Send your host a follow-up or thank-you email. See template [here](#).
- Follow-up with Road Scholar. We care about your feedback. Let us know about your presentation and how many people attended.

Presentation Tips

It's good to review these before every presentation (even if you're a pro!)

Arrive early and mingle. Not only will you get to know your audience even before you start your presentation, but this has the added benefit of making you less nervous.

Open with a bang! Grab the listener's attention right away by making it personal, stimulating, visible and memorable.

Keep your notes simple. Talking points are provided for you in your [PowerPoint slideshow](#). If you are more comfortable having notes on hand, create some brief note cards or a general outline.

Talk to their eyes. Look each one of your listeners in the eye. Try not to look like you are reading notes. Carry on a face-to-face conversation and you'll build rapport and command their attention.

Turn up your energy. Project your voice and share your enthusiasm. Talk loud enough to be easily heard by the person in the last row.

Move around. Avoid a podium-style presentation, if possible. Don't make this presentation a lecture; engage the audience throughout the presentation.

Smile. Audiences react to their speakers. If you look and feel happy, they will, too. Share your enthusiasm for Road Scholar, and have fun!

Use examples. Where possible, use personal experiences, anecdotes, jokes and stories to make your points stronger and make the presentation more personal.

Use humor. Road Scholar is a lot of fun — make your presentation reflect the great times you have had on programs.

Don't panic! [FAQs](#) are provided for you, but don't worry if you don't know the answer to a question. If someone asks a question that you can't answer, tell them they can call us toll free at (877) 426-8056 to consult with our staff.

Involve your listeners. No one should sit for long without having something to do. Ask questions of your audience, pass around things for them to look at, or have them introduce themselves at the beginning — anything to tap their minds and keep them involved.

Bring water with you. After talking for an hour, you may feel dehydrated. Keep water on hand throughout the presentation.

Have a strong closing. End with a final sentence or idea that's strong, positive and memorable.

Allow a 10 minute Q&A. Open your discussion to the audience for questions.

Thank them. Always thank the host and the audience for inviting you to speak.

Don't rush out. Invite people to chat with you after your presentation. Last-minute discussions are sometimes the best.

See Digital Version

Arranging Presentations

Tips and resources for seeking out venues to schedule presentations in your community

Road Scholar works with organizations to arrange speaking opportunities for Ambassadors, and you may be called up on to host an Ambassador Presentation within driving distance of your hometown.

In addition, we strongly encourage you to contact organizations directly to schedule your own speaking engagements in your community. When arranging your own Ambassador Presentations, please share complete presentation details with Road Scholar at least one month prior to the event by completing the [Ambassador New Presentation Form](#).

Ideas for Organizations to Contact

- Public Institutions, like libraries, community centers, senior centers and councils on aging
- Senior Communities, including retirement communities and apartment complexes with a high 55+ population
- Local Chapters of Volunteer Organizations, like Rotary Club, Knights of Columbus, Elks Club, Mason Society, Audubon Society, Lions Club, AARP or Kiwanis
- Educational Groups, like Lifelong Learning Institutes (LLI), alumni clubs, sorority or fraternity groups and retired teachers associations, or local chapters of organizations like the American Association of University Women (AAUW) or National Education Association (NEA)

- Retiree Groups, like the National Association of Retired Federal Employees or Pioneers (retired telephone employees)
- Faith-Based Groups, like churches, temples and other houses of worship; YMCAs/YWCAs; Jewish Community Center
- Clubs and Affinity Groups, like book clubs, senior groups or hiking, birding, biking, garden or photography clubs

How to Promote Your Services

- Contact organizations in your community. Send a letter or email, call or even drop by some of the organizations and groups suggested above.
- Send a press release to your local paper. By informing your community about the service you provide, groups will know to contact you to speak at meetings.
- Distribute your Ambassador business cards. We will provide business cards for you. Carry them with you — you never know who could be a potential contact! Email us to request more cards

Use our templates on the following pages to promote your presentations!

Sample Letter from Ambassador to Organizations

Date

Name
Organization
Address
City, State Zip

Hello there!

I am a member of the Road Scholar volunteer Ambassador Program, and I have a unique and complimentary opportunity to share with (**name of organization**).

The Road Scholar Ambassadors are a group of seasoned Road Scholar participants who have been so transformed by the impact of educational travel that we volunteer our time to give informative and enthusiastic presentations about this amazing not-for-profit organization.

A university of the world, Road Scholar is the leading not-for-profit educational travel organization providing learning opportunities for older adults. In an average year, more than 100,000 lifelong learners join us take part in 5,500 educational programs across the United States and in 150 countries.

When Road Scholar began as Elderhostel in 1975, interest spread rapidly through word of mouth, from one friend to another. As Road Scholar Ambassadors, we continue this tradition today by sharing Road Scholar with the people in our communities. I would love to introduce your members to this amazing not-for-profit organization by offering your organization a complimentary presentation, either virtually (through Zoom) or in person!

To schedule a live, free Road Scholar presentation, contact me at [**your email**] or [**your phone number**]. I look forward to arranging a presentation for your group!

If you would like to learn more about Road Scholar and the Ambassador Program, please visit the Road Scholar website at www.road scholar.org.

Sincerely,

Your Name
Road Scholar Ambassador

[See Digital Version](#)

Sample Email from Ambassador to Organizations

Subject Line: A complimentary presentation for [organization name]

Hello there!

My name is, [your name], and I am a Road Scholar Ambassador.

I fell in love with Road Scholar's educational mission during my first program in [year of your first program]. Since then, I have learned about [topic], [topic], and so much more through Road Scholar's educational adventures in [location], [location], and beyond.

Since [year you became ambassador], I have been sharing my enthusiasm for educational travel with members of my community through live information sessions. I'd love to introduce your members to this amazing not-for-profit organization by offering your organization a complimentary presentation, either virtually (through Zoom) or in person!

To schedule a live, free Road Scholar presentation, contact me at [your email] or [your phone number]. I look forward to arranging a presentation for your group!

Sincerely,

Name
Road Scholar Ambassador

[See Digital Version](#)

Press Release Template

FOR IMMEDIATE RELEASE

Contact: [Name] at [Telephone number and/or E-mail address]

Local [man/woman] Appointed Road Scholar Ambassador

[CITY], [date]: [name] was recently selected as the [your area] region's new Ambassador to Road Scholar.

Road Scholar is the leading not-for-profit organization that provides educational learning adventures for adults. A university of the world, Road Scholar offers thousands of programs in more than 100 countries around the world and all 50 states. Each is infused with the spirit of camaraderie and adventure.

As a member of the Road Scholar volunteer Ambassador Program, [Mr./Ms./Mrs.] [surname] is now available to share [his/her] Road Scholar experiences with local groups by giving informational lectures, free of charge, about Road Scholar and lifelong learning. [name] began traveling with Road Scholar in [year] and has since attended programs focusing on [subjects/locations].

For more information, please call [Mr./Ms./Mrs.] [surname] at [telephone number].

About Road Scholar

At not-for-profit Road Scholar, our mission is to inspire adults to learn, discover and travel. Our learning adventures engage expert instructors, provide extraordinary access, and stimulate discourse and friendship among people for whom learning is the journey of a lifetime.

Road Scholar educational adventures are created by Elderhostel, the not-for-profit world leader in lifelong learning since 1975. To learn more, please visit our website at www.roadscholar.org/press.

See Digital Version

Tips for Promoting Your Presentations

Once you have scheduled a presentation, use these tips to attract attendees

The more attendees that come to your event, the more potential new contacts you can add to the mailing list, and the more program vouchers you can earn!



Hang Fliers at Local Meeting Points

We've created a handy template to make it easy for you to create your own, customized fliers for your Ambassador Presentation! Download this document from the [Ambassador Resource Center](#).

Once you've downloaded the flier, open it, and plug in your presentation particulars in the blank areas (time, date, location). You can print off some copies at home, your local library or print shop, and take them around to highly trafficked areas and businesses in your town. Look for bulletin boards, or ask to hang your poster in shop windows if they're located on a main pedestrian thoroughfare. Here are some ideas:

- Libraries
- Book Shops
- Grocery Stores
- Coffee Shops
- Restaurants & Boutiques
- Town Hall Bulletin Boards
- Local Senior or Community Center
- Farmer's Markets
- Community Bulletin Board

Pro Tip!

Save the document to your computer and email it to your host organization, asking them to hang the fliers at their venue.

Advertising Flier Template (see opposite page)

You can also print the next page, handwrite in your event details, and make copies to distribute.

[See Digital Version](#)

Learning — It's a Trip!

Discover Thousands of Ways to Learn & Travel with Road Scholar



Do you love learning and travel? Hear more about inspiring learning and travel opportunities from a Road Scholar Ambassador, and discover how you can explore the U.S. and more than 100 countries around the world.

This event is free and open to all. Bring a friend along!

Date:

Time:

Location:

For more information:

ROAD SCHOLAR®



Share on Facebook

Adults over 50 love Facebook. They share almost 20% more than any other demographic, and they spend 27 hours per week online (two hours more than users between the ages of 16 and 34)! So take advantage of those statistics by sharing your event on Facebook.

You can share your event details in a regular post, but the most effective way to spread the word about your presentation is to create a Facebook Event.

How to Create a Facebook Event

- Go to www.facebook.com on your desktop or laptop computer and login. (Instructions will vary on a mobile phone or tablet.)
- In the menu on the left, click the down arrow that says See More. Scroll down and click on Events.
- Click +Create New Event on the left side.
- Click to choose between an Online (virtual) event or In-Person.
- Fill in the event name, date and start time. Under Privacy, choose Public. Click Next.
- Choose a location. Click Next.
- Type in a description of your event. Here's some sample text:
Are you an adult over the age of 50 who lives in the [location] area? Do you love to travel? Enjoy learning new things and meeting people who share a love your love for learning and adventure? Join me, [name], an avid lifelong learner, traveler and Road Scholar Ambassador, at [venue] to learn about Road Scholar — America's first and the world's largest educational travel organizations for adults. Road Scholar hosts thousands of educational programs each year in all 50 states and more than 100 countries worldwide.
- Add a cover photo. We recommend using a photo of you from your travels to make the event more personal, but you can also use the image saved here: <https://bit.ly/2YTU7gm>
- Click Publish Event.
- Click Invite to invite your friends to come to your event.
- Click on the arrow icon and click Share to News Feed to share the event on your personal Facebook page. Here is some sample text for your post:
I'm so excited to be speaking about Road Scholar at (location) to share my love for lifelong learning and educational travel. I'd love to see you there!
- Click on the arrow icon and copy the link. Share it via email with the host organization and ask them to share it with their network on Facebook or via email.

Once people on Facebook start to RSVP to your event, you can share even more info with them through this event page by sending them messages or posting on the event message board. Introduce yourself, share parking instructions and post teasers about what you'll cover in the meeting to get them excited.



Post to Local Community Calendars

Make some calls or look online to find public event calendars in your community. These outlets are usually free and may appear in print, online or on social media. Check with:

- Your host organization
- Your local newspaper or news stations
- Your chamber of commerce
- Your church or community center

Pro Tip!

Include a press release (template on page 17) when contacting news media, and you may get free press!

Community Calendar Template

What: Do you love to travel, enjoy learning new things, explore interesting places and meet people who share a love of adventure? Come and learn about Road Scholar — America's first and the world's largest educational travel organizations for adults. We thousands of programs each year in all 50 states and more than 100 countries worldwide.

When: Date & Time of Presentation

Where: Location of Presentation

For More Information: Organizations contact information

[See Digital Version](#)

About Road Scholar: At not-for-profit Road Scholar, our mission is to inspire adults to learn, discover and travel. Our learning adventures engage expert instructors, provide extraordinary access, and stimulate discourse and friendship among people for whom learning is the journey of a lifetime.

Road Scholar educational adventures are created by Elderhostel, the not-for-profit world leader in educational travel since 1975. To learn more, please visit our website at www.road-scholar.org/press



Ask Your Host Organization to ...

- Share the event on their Facebook page
- Post fliers on display at their venue
- Include your event on their online calendar
- Mention your event in their regular newsletter
- Email their network or mailing list to invite people to attend

Ambassador Bio Template

Use this template if your host organization asks you for a bio

About Your Ambassador

[Name] has been a Road Scholar Ambassador since [year], and loves sharing [his/her/their] passion for educational travel with others. [Name] has attended [number] programs with Road Scholar, including trips to [list up to three locations]. [Name] is a resident of [location] and has enjoyed a career in [industry details]. When not traveling or sharing insights into Road Scholar learning adventures, [Name] enjoys [list up to three activities].

Sample bio:

Jean White has been a Road Scholar Ambassador since 2015, and loves sharing her passion for educational travel with others. Jean has attended 20 programs with Road Scholar, including trips to Ireland, Costa Rica and the Grand Canyon. Jean is a resident of Boston, Massachusetts and has enjoyed a career in teaching, from which she is now retired. When not travelling or sharing insights into Road Scholar learning adventures, Jean enjoys tending her vegetable garden, volunteering at the Boston library and attending local film festivals.

At not-for-profit Road Scholar, our mission is to inspire adults to learn, discover and travel. Our learning adventures engage expert instructors, provide extraordinary access, and stimulate discourse and friendship among people for whom learning is the journey of a lifetime.

[See Digital Version](#)

Why do you enjoy being a Road Scholar Ambassador?

“I like to travel and learn from others. I like to meet new people. I feel better about myself when I help others identify their needs by adding value and helping them realize their goals.”

- Charles from Palm Beach Gardens, Fla.
Road Scholar Class of '05
Ambassador since '08



Key Messages

The main things you need to know about Road Scholar. Study up!

We have created a [PowerPoint slideshow](#) (which includes talking points) to provide a template for your Ambassador Presentations. But these key messages are good to study to better understand the main pillars of Road Scholar that we aim to portray to the public.

Elevator Pitch

How do you respond to the question: “What is Road Scholar?” Whether you only have a few minutes to explain Road Scholar to a potential participant in the grocery store line, or if you just need a quick way to gauge the interest of the person sitting next to you on an airplane — this simple summary is designed to be shared in the time it takes to ride an elevator up a few stories. It’s easy to remember, and you can communicate the key messages in one snappy sound bite:

“Road Scholar is the not-for-profit leader in educational travel for adults 50 and over. Like a university of the world, we offer thousands of educational travel adventures around the globe, from studying art in Arizona to learning about zoology in Zambia.”

Mission of Road Scholar

At not-for-profit Road Scholar, our mission is to inspire adults to learn, discover and travel. Our learning adventures engage expert instructors, provide extraordinary access, and stimulate discourse and friendship among people for whom learning is the journey of a lifetime.

Organizational Key Messages:

1. The Leader in Educational Travel
2. A University of the World
3. Experiential Learning; Impactful Experiences
4. Engaged & Intellectually Curious Participants
5. Solo Female Travel
6. Scholarships & Grants

The Leader in Educational Travel

- Founded in 1975, Road Scholar is the not-for-profit leader in educational travel.
- More than 5 million adults have learned about the world with us.
- We have a global network of faculty, staff and highly trained group leaders.

A University of the World

- Road Scholar was at the forefront of the Lifelong Learning Movement, creating the expectation that learning is an important part of the 50+ years and the realization that learning makes lives richer. With educational travel adventures in more than 100 countries and all 50 states, not-for-profit Road Scholar is a university of the world.
- Our participants can choose from thousands of learning adventures on an extraordinary range of topics and interests.
- Our faculty consists of world-renowned experts who offer insider access not available to the independent traveler.
- We offer a wide variety of activity levels to ensure participants experience programs at their own pace.
- There are no hidden costs. Program costs include: Accommodations and most meals, transportation within the program, lectures, activities and excursions, gratuities and taxes, and a travel assistance and insurance plan.

Experiential Learning; Impactful Experiences

By immersing participants in experiential learning activities and fostering a spirit of camaraderie among participants, Road Scholar programs create extremely rich and meaningful experiences that can be life changing.

Engaged & Intellectually Curious Participants

- Road Scholars share a passion for learning and an extraordinary thirst for knowledge and new experiences.
- Road Scholar participants are highly educated; most possess a bachelor's or graduate degree and many are either a working or a retired educator.
- Road Scholars are active and engaged individuals who are always interested in making new friends and forming new relationships.

Solo Travel

- Between 25-30% of Road Scholars travel solo, and 85% of our solo travelers are women.
- Road Scholar solos are embraced by a warm, inclusive community that bonds easily over shared interests and a love of learning.
- Road Scholar offers solo travelers the opportunity to share accommodations to avoid paying the single supplement as well as several programs with no single supplement.

Scholarships & Grants

- As a not-for-profit educational organization, we offer financial assistance to makes educational travel available to family caregivers and to adults of limited resources.
- Thanks to the generous support of our donors, we are able to offer grants toward educational travel programs that enrich the lives of low-income older adults and deserving caregivers.
- The financial assistance made possible through scholarships and grants not only enriches the lives of its recipients; it also enriches Road Scholar's learning communities by creating a more diverse social, educational and economic group of scholars.

Frequently Asked Questions

Keep these handy during your Q&A session

What is Road Scholar's Mission?

At not-for-profit Road Scholar, our mission is to inspire adults to learn, discover and travel. Our learning adventures engage expert instructors, provide extraordinary access, and stimulate discourse and friendship among people for whom learning is the journey of a lifetime.

What makes Road Scholar the world's leader in educational travel for adults?

Road Scholar partners with leading universities and other not-for-profit organizations around the world to create **programs with exceptional learning** designed for lifelong learners. Prior education or knowledge of the subjects is not necessary; our programs are designed to be intellectually challenging, but there are no homework assignments, exams, grades or credits.

Since our first programs at the University of New Hampshire in 1975, Road Scholars has grown to include an extraordinary **range of program topics**, activity levels and locations in every state in the U.S., more than 100 countries, and aboard ships on waterways around the world. Participants can choose from a variety of programs focusing on a breadth of academic and experiential topics, including our unique and very special Grandparent Programs.

Backed by more than **40 years of experience** and relationships, the Road Scholar team and its partner organizations and instructors have access to places and resources that solo travelers and other organizations do not.

What is a Road Scholar Program?

Our range of diverse programs do share some defining attributes:

- Exceptional educational content and experiential learning
- Provided by expert faculty

- In shared fellowship with a community of lifelong learners
- All for an excellent value

What distinguishes Road Scholar from commercial group tours?

A university of the world, Road Scholar programs are nothing like commercial group tours. As a not-for-profit organization, **educational excellence** has always been at the heart of our mission. We serve a community of participants who want to engage socially and intellectually through experiential learning.

Our carefully curated **network of esteemed faculty** is made up of college and university professors, specialists and local experts who are passionate about their fields of expertise.

Road Scholar programs are geared to **foster camaraderie** and a sense of community, where participants are learning with and from their peers.

Commercial tour groups frequently surprise their customers with extra fees — from the cost of added excursions to gratuities. With Road Scholar there are **no hidden costs**; the published price is the price you pay.

Like all not-for-profit colleges and universities, we ask those who benefit from our services and those who believe in our mission to support us. Each year, 50,000 donors contribute more than \$2 million to our **Annual Fund**.

Why did Elderhostel change its name to Road Scholar?

In 2010, Elderhostel renamed its programs Road Scholar. "Road" connotes a journey and real-world experience, and "Scholar" reflects a deep appreciation for learning. Together, the words capture the heart of our program experience: learning from expert instructors, enhanced by direct discovery of an idea, issue, subject or place.

What is the cost of a Road Scholar program and what is included?

Road Scholar tuition is all-inclusive and covers registration, accommodations, meals, lectures, field trips, and often a variety of extracurricular activities and social functions. There are no hidden costs.

On average, U.S. and Canada program cost around \$168 per day and International programs average about \$292 per day.

Programs in the U.S. and Canada require you to provide your own transportation to get to the program site, but we can help you make air travel arrangements on any of our international adventures!

What are the accommodations like?

From well-appointed city hotels to country inns, from conference and retreat centers to lodges, cabins aboard vessels, and even safari tents, Road Scholar accommodations are comfortable, pleasant and well-suited to the program. Most programs offer single-room options, and almost all accommodations — whether single or double — offer private bathrooms. Generally, Road Scholar groups stay in comfortable motels, hotels or conference center facilities.

Who provides the educational programming?

Road Scholar is affiliated with more than 200 of the world's leading colleges, universities, conference centers, museums and cultural institutions that, collectively, we call "Providers." Each Provider works closely with Road Scholar staff to create stimulating educational experiences. Through rigorous evaluation and training processes, Road Scholar assures that these Providers offer programs that meet our very high standards.

College and university professors, teachers, staff members of cultural institutions, specialists and local experts make up our global network of esteemed faculty. These faculty are not only passionate about their fields of expertise, but through their enthusiasm inspire participants to explore subjects more deeply on their own.

How big are the groups?

Road Scholar programs can be as small as 10 participants or as large as hundreds (divided into small groups). The average group size is 30 participants. Each experience is developed so that everyone benefits from the attention of the expert instructors, while providing the opportunity for participants to get to know each other.

What are Road Scholar participants like?

Road Scholar participants, mostly over the age of 50, come from all socioeconomic groups and various geographic regions. All participants have one thing in common: a love of learning.

Our participants are naturally curious, interesting and interested in their fellow participants, their surroundings and the topics under discussion and consideration.

Are solo travelers welcome?

Absolutely! More than a quarter of our participants travel solo. Solo participants have told us that they find the community to be particularly warm, welcoming and inclusive and filled with friendly people who share similar interests. Many solo travelers build lifelong friendships on our programs, and we often hear that solos who met on a Road Scholar program go on to travel together for years to come.

Most of our programs offer single accommodations, though there is usually an additional charge for a single room. However, you can also request to be matched with a roommate to eliminate the single supplement.

How will I know if the activity level is right for me?

Our catalogs contain program and site descriptions that detail the Activity Level, the terrain, type of facilities provided and other factors, for all of our offerings. For example, the catalog description for a bicycle program will note the number of miles per day and details about the terrain that will be covered. A program located in a mountainous area will include mention of the

elevation at which you will be staying and whether the campus has stairs. If you have concerns about your ability to participate in certain activities or environments, please consult with your physician before enrolling in a program.

Are there provisions for disabilities?

Our goal is to accommodate everyone who wants to take part in Road Scholar. We will work with you if you have special needs and provide specific information regarding the suitability and functionality of accommodations, physical demands of the program. Please call us at (877) 426-8056 so our customer service staff can help you find the programs that fulfill your needs. Our TTY line at (877) 426-2167 is available for the hearing-impaired.

Can Road Scholar accommodate my special diet requirements?

We will always work with participants to accommodate food allergies, and we are happy to check whether a particular program can accommodate other common requests, such as low-salt or kosher meals. While there are no guarantees, many program sites are able to accommodate these requests, as long as they receive sufficient notice prior to the start of the program. Contact us with your inquiry.

Do you offer financial assistance?

At Road Scholar, we believe that educational travel should be accessible to all adults — no matter their economic status. Each year, we award hundreds of scholarships to enthusiastic lifelong learners. We offer three kinds of Financial Aid:

- Our general scholarships
- Caregiver Grants (for people taking care of a loved one)
- PEAR Educator Scholarship

Learn more at www.road scholar.org/financialaid

Can I support Road Scholar by making a contribution?

Yes. Like colleges, universities and other educational not-for-profit organizations, we depend on contributions to defray expenses not covered by tuition revenue. Charitable gifts are vital to our financial health and perpetuate our founding mission that programs remain affordable and available to all adults who wish to participate. The Annual Fund and Planned Giving are two ways of supporting our organization. Visit www.road scholar.org/give.

How do I register for a program?

We encourage you to check out our website at www.road scholar.org to browse our online catalog. You can search by date, subject, location and more! Once you've found a program and you'd like to enroll, just "Start" on the program's page to begin the enrollment process, or call us to enroll by telephone at (877) 426-8056.

[More FAQs](#) are available in the Ambassador Resource center, including timely company updates.

Why do you enjoy being a Road Scholar Ambassador?

“I have really loved all my Road Scholar programs and want to encourage others interested in new learning/living experiences do the same. Life is too short to pass up adventures!”

- Kathy from Elma, N.Y.
Road Scholar Class of '98
Ambassador since '17

