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SECTION ONE

Introduction

(last updated July 2019)
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 Claire McGurn, Senior Manager, Participant Experience. I know you will enjoy working with Claire!

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,

James Moses
Road Scholar President
Dear Road Scholar Ambassador,

My name is Claire McGurn and I am excited to represent Road Scholar as Senior Manager, Participant Experience. I am a Road Scholar veteran, having worked with the Participant Services Contact Center for 15 years. I am also an experienced expo staffer, introducing Road Scholar to the many interested folks who stop by the Road Scholar booth during conferences, events and travel shows. I began my career with Road Scholar in the late 1990s as a contact center phone advisor. Over the years I have strived to give exemplary customer service as a contact center supervisor, manager, trainer and director of customer service.

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,

Claire McGurn
Senior Manager, Participant Experience
(617) 457-5554
ambassadorprogram@roadscholar.org
SECTION TWO
The Ambassador Program

(last updated July 2019)
The Road Scholar Ambassador Program

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.

Mission of the Ambassador Program
The mission of the Ambassador Program is to have people who are passionate about Road Scholar educate their communities about the organization.

Definition
Ambassador — an authorized representative of Road Scholar.

Purpose
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
• Attended two programs, preferably one in North America and one international; one in the past two years
• Complete an Ambassador Application
• Minimum one-year commitment desired
• Participate in Ambassador trainings
• Internet access a must
Ambassador Roles & Responsibilities

Role

Road Scholar Ambassadors communicate a positive, current and exciting image of Road Scholar as a university of the world. They focus on educating and reaching out to Baby Boomers and older adults. Ambassadors will be responsible for developing, launching and maintaining a proactive word-of-mouth effort on a community level.

Basic Responsibilities

• Minimum commitment of one year desired

• Conduct at least one presentation each quarter (four presentations each year)

• Deliver presentations at events scheduled by Road Scholar; seek out and schedule speaking opportunities on your own within your community

• At presentations, collect names of newcomers to Road Scholar

• Strategically place, monitor and update Road Scholar informational materials in public locations with high traffic (i.e., libraries, community centers, retirement communities)

• Share your Road Scholar enthusiasm and lifelong learning spirit with others in your region

Enhanced Responsibilities

(depending on your interest and proximity to other Road Scholar events)

• Participate in local conferences, trade shows or expositions as a Road Scholar spokesperson

• Inform organizations of opportunities to reserve Road Scholar program exclusively for members

• Participate in focus groups and surveys

Role of Road Scholar

• Send each new Ambassador a kit containing a representation of materials used for successful presentations.

• Schedule Ambassador speaking engagements

• Support the Ambassador team by providing up-to-date information about Road Scholar, sending updated materials for presentations, hosting trainings and communicating regularly among and between Ambassadors through the Quarterly Newsletter and the Ambassador website and Facebook page

• Update the Ambassador Guidebook regularly to ensure that Ambassadors have the most up-to-date information about Road Scholar
Mileage Reimbursement

Road Scholar will reimburse Ambassadors for mileage to and from speaking engagements and other events or activities. Our standard is to pay mileage electronically, via direct deposit. Reimbursing in this manner — rather than printing and mailing checks — saves paper, reduces processing and mailing costs for us, and ensures reliable receipt and immediate access to funds for Ambassadors. To set up direct deposit, visit the online Ambassador Resource Center and complete and return the direct-deposit form to Adolfo Garoz, Accounts Payable Specialist at adolfo.garoz@roadscholar.org. To request reimbursement, please send an email to ambassadorprogram@roadscholar.org with the following information:

1. Details about your speaking engagement or other event (date, location, number of attendees, etc.).

2. Miles driven to and from each presentation and the amount requested (miles multiplied by Road Scholar’s rate per mile).

Payments will be credited to an Ambassador’s bank account at the end of each month. Our finance department will send an email when they initiate a direct-deposit payment to the account. These emails are typically sent out on Thursdays, and the funds are generally credited to your account the first week of the new month.

In lieu of receiving mileage reimbursement, Ambassadors may write off the expense as a tax-deductible donation to Road Scholar. In early January, send us an email itemizing your expenses for the preceding year (providing the information in items 1 and 2 above), and we will consider your expenses a contribution and send you a tax receipt. Your contact is Giuseppe “Joe” Motta. Please feel free to get in touch with Joe if you have questions about the direct-deposit form or Road Scholar’s payment process: giuseppe.motta@roadscholar.org.

Program Credit for Names Added to the Mailing List

Upon submitting the names of presentation attendees, Ambassadors will have the opportunity to be awarded program credits on any International, North America or Adventures Afloat program. Additional rules apply:

- For every 50 new households obtained from presentations, Road Scholar will apply a $250 credit toward any International, North America or Adventures Afloat program.
- The ambassador must utilize the credit within 24 months of receipt.
- The credit can be applied to only one program.
- The credit does not apply to airfare.
- The credit is not transferrable.
Program Credit for Program Reviews
Post a program review to receive a $25 credit toward any International, North America or Adventures Afloat program. Email ambassadorprogram@roadscholar.org once you’ve completed your program review to let us know.

Program Credit for Staffing Travel Shows
A $100 program credit, in the form of a voucher, will be awarded to an Ambassador who staffs a travel show for a full day.

Discussion Board Engagement
Ambassadors enrolled in a program, who join their trip’s date-specific discussion board, and facilitate pre-program and post-program discussion, will earn a $20 voucher for engaging with their peers.

Pre-program engagement:
• Begin by adding a photo or avatar to your profile
• Change your profile name
• Start a discussion

During the program:
• Promote the discussion board as a way to keep in touch after the trip.

Post-program engagement:
• Add photos to the page
• Invite new friends to keep in touch

Contribute to the Ambassador newsletter:
Ambassadors who submit a 200-word article to the Ambassador quarterly newsletter will earn a $10 voucher. The following are some suggested topics:
• Presentation tips
• Solo travel tips
• Educational experiences on a recent program
• Situational advise, like how to deliver a presentation without technology
• Ambassador bios and photos

The Friends and Family Incentive
Active Ambassadors who have achieved the goal of adding 100 households to the mail list are eligible for the Road Scholar Friends and Family Benefit.

From time to time Road Scholar will offer special prices on some of their programs. These special prices are possible because Road Scholar has committed to space many months before a program begins. As the departure approaches and we see empty space, we reduce the program price to a small circle of Road Scholar employees and friends. These special offers are made exclusively to Road Scholar “family and friends” and we appreciate your confidentiality while on the program.

The Ambassador will receive Friends and Family emails as long as the Ambassador meets the criteria for eligibility:
• Ambassador has obtained over 100 adds to the mail list since joining the Ambassador program.
• Ambassador delivers at least two presentations during the current calendar year.

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.
SECTION THREE
Ambassador Presentations

(last updated July 2019)
Collaborating with the Road Scholar Groups Department

“Road Scholar programs are especially suited for Lifelong Learning organizations when combined with a prior overview study opportunity. This combination added a depth of understanding to our in-country lectures, home visits and cultural understanding of China.”
—Lee Ann, The Plato Society

Many of Road Scholar’s 5,500 educational travel programs worldwide are available for groups to reserve for their members. It’s an ideal way to bring a community together — for reunions, annual gatherings and special occasions.

Road Scholar Group Programs are perfect for...

- Lifelong Learning Institutes
- Active Adult Retirement Communities
- Alumni groups
- Church and Temple groups
- Cycling, hiking and walking clubs
- Birding societies and Garden clubs
- Affinity groups of all kinds!

If you are interested in making a presentation to a group, such as noted above, the Road Scholar Groups Department is here to help you get in touch with a contact within that group’s organization. We may also reach out to you when we have been approached by a group in your area that is interested in learning more about the Road Scholar Groups experience.

Once you have confirmed a presentation with a prospective group, we can send you talking points and special marketing materials to enhance your presentation.

If your presentation results in the group enrolling together into a Road Scholar program, you are entitled to a program credit in the form of a voucher toward a future program. Please see below for details.

For more information about presenting to prospective groups, please contact the Road Scholar Groups Department at groups@roadscholar.org or (877) 209-4634.

If you choose to organize a group of your own, there are just 5 easy steps to get started:

1. Select a Program and Pick a Date
We recommend planning at least six months in advance for a program here in the United States and 9–12 months in advance for an International Program.

2. Get Your Group on Board
We will provide promotional materials to advertise the program to your group.

3. Enroll
Your group members will be provided with detailed enrollment instructions, whether via our toll-free number or online.
4. Need Airfare?
Let us know in advance so we can help!

5. Get Ready for Adventure!
When your program begins, our experienced Group Leaders will take care of everything and your group will have the learning adventure of a lifetime.

Road Scholar Handles the Rest!

- Program Details — The dates, price, and schedule – we’ll finalize all the details.
- Payments — Don’t worry about collecting payments from members of your group. We’ll handle that.
- Program Information Packets — We’ll send information packets that include travel instructions, a packing list, detailed schedule and much more.
- Post-Program Evaluations — After the program concludes, we’ll collect the results from the evaluations and share them with the Group Organizer.

Road Scholar also offers the following incentives to Groups:

For Groups of 20 or More

- 21st member attends the program for free,
  or
- 5% give back per person to your organization,
  or
- 5% per person refund when the program concludes.

For Groups of 8-19 People

- Each person in the group will receive a voucher towards a future program, valid for two years.

“Working with Road Scholar has been wonderful. They’ve been there every step of the way taking care of all the details, providing professional handouts and responding to every question – no question too small.
Road Scholar does the work. I take the bow!”
— Barbara, Osher Lifelong Learning Institute

Program Credit for Group Enrollments:

A program credit, in the form of a voucher toward a future program, will be awarded to an Ambassador who makes a presentation that results in a Group Enrollment. If your presentation results in a group of 8 or more participants enrolling together into a Road Scholar program, you are entitled to a program credit in the form of a voucher toward a future program. This voucher will amount to 1% of each group member’s enrollment.

For more information about the Program Credit for Group Enrollments, please contact the Road Scholar Groups Department at groups@roadscholar.org or (877) 209-4634. Learn more about Road Scholar Groups on our website at https://www.roadscholar.org/groups

For more information about bringing a group, please visit https://www.roadscholar.org/groups, or contact the Road Scholar Groups Department at groups@roadscholar.org or (877) 209-4634.
Road Scholar works closely with various organizations to arrange speaking opportunities for Ambassadors. In addition, we strongly encourage you to contact organizations directly to schedule your own speaking engagements in your community. In that case, please let Road Scholar know about your presentation so we can be sure to send materials and information. Please email us at ambassadorprogram@roadscholar.org or call Claire McGurn at (617) 457-5554.

Developing Ambassador Opportunities in Your Community

As mentioned above, Road Scholar will work with various organizations to arrange presentations for Ambassadors. However, by contacting organizations in your area, you will have more opportunities to share your Road Scholar adventures and to meet new people in your community while you polish your presentation skills. Some ideas to “get the word out” about your Ambassador volunteer position are:

- Contact your local library. In addition to scheduling their own lectures, libraries often host various organizations or clubs that need speakers. They also are great places to promote your future presentations.

- 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 their next meeting. See Section 7 — Reference Material.

- Distribute your Ambassador business cards. Carry your Ambassador business cards with you — you never know who could be a potential contact for a Road Scholar presentation. To request more cards, simply send an email to ambassadorprogram@roadscholar.org.

- Contact organizations in your community. You can send a letter, call, or even drop by some of the suggested organizations and groups listed below. If we can help research any of these organizations or if you would like us to make initial contact, please let us know! You will find a sample Ambassador letter to organizations in Section 7 — Reference Material to help get you started.
Presentation Tips

Some simple tips for your presentations:

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. Share your enthusiasm for Road Scholar and have fun!

A university of the world. Remember, there’s no organization like Road Scholar — we’re a university of the world.

Keep your notes simple. 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 whole presentation.

Smile. Audiences react to their speakers. If you look and feel happy, they will, too.

Be opinionated. Audiences love people with strong convictions. Don’t be afraid to state your own opinions, beliefs, understandings and ideas.

Use examples. Always back your assertions with solid evidence or proof. Use facts, statistics, personal experiences, anecdotes, jokes and stories.

Emphasize key words. To express the meaning locked in a sentence, you must emphasize the key word or phrase. Many people do not have a full understanding of Road Scholar. Don’t assume they know what it is all about.

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

Don’t panic! Don’t worry if you don’t know the answer to a question. If someone asks a question that you can’t answer, tell the audience 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.

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Use the sign-up sheets! Encourage interested audience members to complete a sign-up sheet. Catalogs are one of our best tools to encourage people to participate in Road Scholar programs.

Bring water with you. After talking for an hour, you may feel dehydrated.

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 when you are finished speaking. Invite people to chat while you are gathering your materials. Last-minute discussions are sometimes the best.
Target Organizations for Ambassador Presentations

<table>
<thead>
<tr>
<th>Public Institutions</th>
<th>Educational Groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>Library (book club/Senior group)</td>
<td>Lifelong Learning Institute (LLI)</td>
</tr>
<tr>
<td>Community Center</td>
<td>Retired Teachers Association</td>
</tr>
<tr>
<td>Council on Aging</td>
<td>American Association of University Women (AAUW)</td>
</tr>
<tr>
<td>Senior Center</td>
<td>National Education Association (NEA)</td>
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<td></td>
<td>Sorority or Fraternity Group</td>
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<table>
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<tr>
<th>Senior Living</th>
<th>Retiree Groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>Active Adult Community</td>
<td>National Association of Retired Federal Employees</td>
</tr>
<tr>
<td>Retirement Community</td>
<td>Pioneers (retired telephone employees)</td>
</tr>
<tr>
<td>Apartment Complex (with high 55-and-older population)</td>
<td>Industry Retiree Associations and Chapters</td>
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<tr>
<td></td>
<td>Corporate Retiree Associations and Chapters</td>
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<tr>
<th>Volunteer Organizations</th>
<th>Faith-Based Groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rotary Club</td>
<td>Churches, temples and other houses of worship</td>
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<tr>
<td>Knights of Columbus</td>
<td>YMCA/YWCA</td>
</tr>
<tr>
<td>Elks Club</td>
<td>Jewish Community Center</td>
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<tr>
<td>Mason Society</td>
<td></td>
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<tr>
<td>Audubon Society</td>
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<td>Lions</td>
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<td>AARP</td>
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<tr>
<td>Kiwanis</td>
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| | Affinity Groups |
| | Hiking Club |
| | Birding Group |
| | Biking Club |
| | Garden Club |
| | Photography Club |
Preparing for Your Presentation

• **Confirm the details with your host prior to the engagement.** You should confirm the date and time of your speaking engagement, 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. If there is a date change from the original request, please notify Road Scholar so we can keep our records updated.

• **Prepare and organize your presentation, visual aids and materials.** Take the time to go over your speaking points. Arrange the materials you need to bring with you. If you do not receive materials from us at least three weeks in advance, please contact us.

• **Review your speaking points, the Road Scholar Press Kit and the Frequently Asked Questions documents.** See Section 7 – Reference Material. The Road Scholar Press Kit and Frequently Asked Questions are excellent tools to help you prepare for your presentation. It summarizes the mission and spirit of Road Scholar, and familiarizing yourself with Frequently Asked Questions will help you answer questions during your presentation.

Conducting a Presentation

• **Arrive 20–30 minutes early.** Be sure to 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. From speaking clearly to including information that will interest a particular group, our Presentation Tips will help you make the most of your presentation. See Section 7 – Reference Material.

• **Encourage attendees to fill out a sign-up sheet.** Be sure those who are interested in receiving catalogs have a chance to write down their names and addresses. They will receive their first catalogs about two weeks after you send us the sign-up sheet.

• **Conduct the raffle.** When attendees are checking into your presentation, let them know that if they fill out a sign-up sheet, they will be eligible for a $50 program gift certificate or a copy of Master Class, Road Scholar’s book about living longer, stronger and happier. Place all of the sign-up sheets in a box and have someone in the audience select a winner. Give the winner a copy of the gift certificate; there will be a name and phone number for them to contact to redeem the certificate.
The Follow-Through

• Ask attendees at your presentation if any belong to another organization and perhaps you can schedule additional presentations.

• Thank your host. You should send your host a follow-up or thank-you note. This is a good opportunity to send them other useful materials, such as a Group Program flyer or Road Scholar Fact Sheet, or to schedule another engagement. You can also include a Road Scholar Ambassador business card.

• Follow-up with Road Scholar. We care about your feedback. Let us know about your presentation, how many people attended, and be sure to send in your completed sign-up sheets with the date of the presentation.
SECTION FOUR
Media Relations

(last updated March 2017)

Working with the media can be an effective method of spreading the word about Road Scholar. Ambassadors should feel free to contact the media in their area to announce their availability to speak about Road Scholar and to promote their speaking engagements.
Media Opportunities

There are two primary ways the general public becomes aware of a brand: What they learn from you, and what they learn from others. On occasion, a national media outlet (New York Times, Wall Street Journal or a broadcast news outlet) may reach out to you regarding a general Road Scholar article. In this instance, please contact the Road Scholar Senior Director, Public and Media Relations, Stacie Fasola, at (617) 457-5418 or via email at stacie.fasola@roadscholar.org. She will work directly with the national media outlet.

In the event you are approached by a reporter to discuss a particular Road Scholar program that you have attended, we ask that you refer to the press kit documents and strive to include the key messages or speaking points noted below as appropriate.

Press Kit

The Road Scholar press kit includes the following documents:

- Fact Sheet
- Executive Bios

Please familiarize yourself with these documents and refer to the Frequently Asked Questions for additional information.

Creating Your Own Press Releases

As an Ambassador, you are encouraged to contact the media in your area. We have created a sample press release for you to use. Please see the Ambassador Press Release Sample in Section 7 – Reference Materials.

Calendar Listings

Many local newspapers publish a calendar promoting events in the community free of charge. Contact your newspaper or community newsletter to learn its guidelines and deadlines. As a general rule of thumb, calendar listings usually include date, time, place and details about the event. View a sample Calendar Listing to create your own. See Section 7 – Reference Material. We ask that you use our template to create a sense of uniformity between all Road Scholar public relations endeavors.
Key Messages

Organizational Key Messages:

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

A University of the World

• With educational travel adventures in 150 countries and all 50 states, not-for-profit Road Scholar is a university of the world.

• Our participants can choose from 5,500 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 welcome participants of all backgrounds and physical abilities by offering 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.

• 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.

• The not-for-profit organization played a leadership role in helping college administrators and educators launch 200 of the nation’s first Lifelong Learning Institutes.

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.

Scholarships & Grants

• Not-for-profit Road Scholar is the nation’s largest educational travel institution for adults and as a not-for-profit educational organization, offers 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.

continued on page 28
• 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.

Experiential Learning

• Road Scholar programs immerse participants in a wide variety of experiential learning activities, leading to a richer and more meaningful experience.

Solo Female Travel

• Today’s female baby boomers are more adventurous, active and are traveling solo at an unprecedented rate.

• Whether traveling with friends, with a partner or as a solo female traveler, Road Scholars 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. In addition, Road Scholar offers several programs with no single supplement.

Engaged and 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, engaged, and respected individuals who volunteer in their local communities but are always interested in making new friends and forming new relationships.
Elevator Pitch

How do you respond to the question: “What is Road Scholar?” If it’s a request from a print journalist, you can simply forward a press kit. However, if it’s a broadcast journalist, interviewees are rarely given much time to clearly outline their very well-crafted key messages. To that end, we’ve created an elevator pitch. Easy to remember, you can communicate the key messages in one snappy sound bite:

“Road Scholar is the not-for-profit leader in educational travel for adults. 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.”

Please feel free to use this elevator pitch in lieu of the key messages if pressed for time.
SECTION FIVE
Ambassador Policies

(last updated July 2019)
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 encourage you to 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 call our office as soon as possible. The more advance notice we have, the more time we will have to find a replacement speaker. If you do need to cancel at the last minute, please contact your host immediately to let them know you will not be able to attend and then contact us to let us know that you were unavailable.

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.

Travel and Related Costs

All presentations arranged for you by Road Scholar will be in your community and within a reasonable driving distance. Road Scholar will reimburse mileage at the rate set by the IRS. If you have further concerns about traveling, please let us know.

We are 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.
SECTION SIX
Resources from Road Scholar

(last updated July 2019)
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.

Part of our support for the Ambassador Program includes the following communications:

**Quarterly Newsletter**

Our seasonal newsletter, Ambassador News, provides a look at featured Ambassadors, news from headquarters, speaking ideas and pointers, and much more! It is sent to all active Ambassadors.

**Training**

We will host training for new Ambassadors, as well as those who want to hone their presentation skills.

**Ambassador Resource Center Pages on the Road Scholar Website**

We have a section on the Road Scholar website that is exclusively dedicated to Road Scholar Ambassadors. Please visit [https://www.roadscholar.org/about/ambassadors/ambassador-resource-center/](https://www.roadscholar.org/about/ambassadors/ambassador-resource-center/)

**Regular Communication and Updates**

It is very important to us that the Ambassadors are kept up to date on the happenings at Road Scholar. So, in addition to the regularly scheduled communications, we will send out new information to you as it occurs.
SECTION SEVEN
Reference Material

(last updated July 2019)
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.

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 does Road Scholar offer?
Since our first programs at the University of New Hampshire in 1975, we have grown to include an extraordinary range of program topics, formats and locations in every state in the U.S., 150 countries, and aboard ships on waterways throughout the world. Despite the range and diverse themes of our offerings, they share four unique attributes:

- Exceptional content and experiences provided by our expert instructors and through special behind-the-scenes access to the world's most fascinating places
- A shared fellowship of learning and warm camaraderie
- Comfortable accommodations and appetizing meals
- Excellent value

Road Scholar programs can be as small as 10 participants, with an average of 30 participants — the experience is developed so that everyone benefits from the attention of the expert instructor, while providing the opportunity for participants to get to know each other. Prior formal 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.

What distinguishes Road Scholar from commercial group tours?
A university of the world, Road Scholar programs are nothing like commercial group tours. We are a not-for-profit organization serving a community of participants who want to engage socially and intellectually through experiential learning and travel.

Educational excellence has always been at the heart of our mission. The college and university professors, teachers, staff members of cultural institutions, specialists and local experts who make up our global network of faculty are not only passionate about their fields of expertise, but through their enthusiasm inspire participants to explore subjects more deeply on their own.
People who come together on Road Scholar programs are naturally curious, interesting and interested in their fellow participants, their surroundings and the topics under discussion and consideration. Our programs are geared to foster camaraderie and a sense of community, where participants are learning with and from their peers. Solo participants have commented that they find the community to be particularly warm, welcoming and inclusive.

Commercial tour groups also 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.

What makes Road Scholar the world’s not-for-profit 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.

• Participants can choose from a variety of programs including “Grandparent” adventures, “Adventures Afloat” shipboard voyages and other programs on every conceivable subject.

• Road Scholar programs feature outstanding faculty, often with a lifetime of local knowledge, whether the subject is the ecology of the Costa Rican rainforest or the finer points of Italian olive oil making.

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

• 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.

Who are Road Scholar participants?

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. Program participants learn through new experiences and the active exploration of subjects and interests around the world.

Who are Road Scholar faculty?

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 fulfilling, stimulating, comfortable and safe educational experiences. Through rigorous evaluation and training processes, Road Scholar assures that these Providers offer programs that meet our very high standards.

Educational excellence is at the heart of the Road Scholar experience. The college and university professors, teachers, staff members of cultural institutions, specialists and local experts who make up our global faculty network are not only passionate about their fields of expertise, but through their enthusiasm inspire participants to explore subjects more deeply on their own.

continued on page 38
Do people travel solo on Road Scholar programs?

Absolutely! There are many solo travelers who participate in our programs. We often hear from solo Road Scholar participants who say they look forward to attending programs because they are excited to meet friendly people who share similar interests. On Road Scholar programs, the atmosphere is very warm and social, and solo travelers quickly become part of a congenial group. This kinship has resulted in many long-lasting friendships. In fact, many Road Scholar participants currently attend programs with friends whom they first met on a previous Road Scholar program.

I would like to request single accommodations. Is it possible to have a single room?

Yes. Almost all of our programs in the U.S. and Canada offer single rooms and most International programs offer single accommodations as well. We can’t guarantee a single room for all of our programs, but if you request one, we will make every attempt to accommodate you. There is usually an additional charge for a single room.

I am attending on my own, but would like to share a room. May I have a roommate?

Of course! If you enroll in a double-occupancy room on your own and have not requested a single room, we will assign a roommate to you. Road Scholar participants who opt to share a room with a roommate do not have to pay a single supplement in the event that there aren’t enough roommates to go around and they end up with a single room.

What kinds of accommodations does Road Scholar provide?

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.

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 or dietary requests, and provide specific information regarding the suitability and functionality of accommodations, physical demands of the program, and availability of special menus. If you have a question, please contact us by calling toll-free at (877) 426-8056 or attach a note to your registration form. Our TTY line at (877) 426-2167 is available for the hearing-impaired. Our customer service staff will help you find the programs that fulfill your needs.

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

In general, U.S. and Canada program costs average around $168 per day. 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. Programs in the U.S. and Canada require you to provide your own transportation to get to the program site, but once you are there your tuition covers all required costs. International programs average about $292 per day and are again all-inclusive. We can also help you make air travel arrangements when you enroll in one of our international adventures!
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.

The programs are so varied. How will I know if the Activity Level is appropriate 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 that participants should be able to pedal, as well as 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 numerous stairs or hilly terrain. If you have concerns about your ability to participate in certain activities or environments, please consult with your physician before enrolling in a program.

Can Road Scholar accommodate my special diet requirements?
We'll be happy to check whether a particular program can accommodate the more common requests, such as low-salt or kosher meals. While there are no guarantees, some 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.

How do I register for a program?
You can register by telephone. Just call us toll free at (877) 426-8056, Monday through Friday, 8 a.m. to 9 p.m ET., and we'll be glad to assist you. You can also register online! Our website's online catalogs help you to search out a program by season, subject and location. You can also check program availability and use the online registration form to enroll.

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. Road Scholar scholarships increase the social, educational and economic diversity of Road Scholar’s participant group, enriching the program experience for all, not just those who receive financial assistance.

There are three kinds of Financial Aid:
• Our general scholarships
• Caregiver Grants (for people taking care of a loved one)
• PEAR Educator Scholarship

For more information on the Road Scholar Impact Grants, please visit www.roadscholar.org/financialaid or call (877) 426-8056, Monday through Friday 8 a.m. to 9 p.m ET.

Can I pay for a program by credit card?
Yes, Road Scholar accepts MasterCard, Visa, American Express and Discover for your deposit as well as your program balance.
FOR IMMEDIATE RELEASE

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

Local [man/woman] Appointed Road Scholar Ambassador
[CITY]: [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 more than 5,500 programs annually in 150 countries around the world. 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.
Sample Calendar Item

Contact: Ambassador Name

Today's Date

Contact Information: Ambassador Telephone Number or Email Address

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 offer more than 5,500 programs each year in all 50 states and 150 countries worldwide.

WHEN: Date & Time of Presentation

WHERE: Location of Presentation

About Road Scholar
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Ambassador Kit Checklist

- Ambassador Guide
- Ambassador Business Cards
- Black Identification Lanyard
- Mailing list sign-up sheets
- Road Scholar-branded pens
- Road Scholar-branded tote bag
- Road Scholar polo shirt
- Our brochure
- Most recent Road Scholar International, North America and Afloat catalogs
- Gift certificates
Sample Letter to Organizations
From Road Scholar

Date
Contact Name
Organization
Address
City, State Zip

Dear (Name),

My name is Claire McGurn, and I oversee Road Scholar’s Ambassador Program, comprised of enthusiastic participants who volunteer to share their Road Scholar experiences with groups like yours. (Name of Ambassador), an Ambassador extraordinaire from the (Ambassador’s City) area and veteran of (number of RS programs the Ambassador has been on) Road Scholar educational travel adventures, is available for a complimentary Road Scholar informational presentation. I think that Road Scholar can offer you an unparalleled fun and educational experience!

A university of the world, Road Scholar is the leading not-for-profit educational travel organization providing learning opportunities specifically for adults. Our programs provide an environment for intellectual exchange and discovery. No prior formal education or knowledge of the subjects is required to enjoy Road Scholar programs, just an open, inquisitive, mature mind. Programs are designed to be stimulating with no homework assignments, exams, grades or credits. For more than 40 years, Road Scholar programs (until 2010 known by the organization’s official name, Elderhostel) have expanded to encompass an extraordinary range of subjects and locations in every state of the U.S., the provinces of Canada, 150 countries around the world, and aboard vessels that traverse rivers and seas. Road Scholar offers programs in almost every area of interest. Whether you enjoy hiking through the Grand Canyon, birding in Costa Rica or rebuilding homes on the Gulf Coast — there really is something for everyone!

(Name of Ambassador) is available to speak with your group and tell them all about everything Road Scholar has to offer. The presentation is free of charge and is easy to set up. There are three different ways to schedule a presentation:
1) Contact me directly via phone at (617) 457-5554, 2) via email at ambassadorprogram@roadscholar.org or, 3) you can visit the Road Scholar website at http://www.roadscholar.org/ambassador.

Please don’t hesitate to contact me if you have any questions. I look forward to hearing from you!

Very truly yours,

Claire McGurn, Senior Outreach Manager
Sample Letter From Ambassador to Organizations

Date

Name
Organization
Address
City, State Zip

Dear (Name),

Road Scholar would like to offer a unique and complimentary opportunity to you and your (name of organization). I am a member of the Road Scholar volunteer Ambassador Program. We are a group of seasoned Road Scholar participants who volunteer our time to give informative and enthusiastic presentations about the educational travel adventures available through Road Scholar.

A university of the world, Road Scholar is the leading not-for-profit educational travel organization providing learning opportunities specifically for adults. Each year 100,000 participants join us in 5,500 programs across the United States and 150 countries. As a not-for-profit organization, we are committed to being the preeminent provider of high-quality and affordable educational opportunities for adults.

In Road Scholar’s early days, interest was 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. As a service to you, I would be happy to make a presentation for your organization. To arrange for a Road Scholar presentation, please call me at (your telephone number) or email me at (your email address).

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

Sincerely,

Your Name
Road Scholar Ambassador
4 Steps to Promoting Your Ambassador Presentation

1. **Hang Fliers at Local Meeting Points**
   We’ve done the hard work by creating three handy templates to make it easy for you to create your own, customized fliers for your Ambassador Presentation! Just head over to [http://bit.ly/19AmbResources](http://bit.ly/19AmbResources) and click on “Presentation Fliers” to download the document.

   Open it, and plug in your presentation particulars in the blank areas (time, date, location). Then print off some fliers at home, your local library or print shop, and take them around to trafficked areas and businesses in your town. Look for bulletin boards, or ask to hang your poster in shop window if they’re located on a main pedestrian thoroughfare. Here are some ideas:

   - Libraries
   - Book Shops
   - Grocery Stores
   - Coffee Shops
   - Restaurants & Boutiques

2. **Share on Facebook**
   Adults of 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.

   **To create a private or public Facebook event on your computer:**
   - From your News Feed, click Events in the left menu.
   - Click + Create Event on the left side.
   - Click to choose between a private or public event. If you’re creating a public event, you can set the event’s host as yourself or a page you manage. You’re not able to change the privacy settings once you’ve created the event.
   - Fill in the event name, details, location and time.
   - Click Create. You’ll be taken to your event where you can invite guests, upload photos, add a cover photo or video, share posts and edit event details.
• Be sure to use an image for your event to ensure its success on Facebook. You can find photos to use for the event image at http://bit.ly/19AmbPress.

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

See more Facebook advertising tips at: http://bit.ly/19AmbResources

3. **Share with Your Host**

Once you’ve created your fliers and Facebook events, you can share both of those with the organizer at your event location. If you’re delivering your presentation at your local library, ask your host to share the event on their Facebook page, send them a flier PDF to print off and display at the library or ask them to mention your event on their online calendar and/or in their regular newsletter.

4. **Add It to Your Community Calendars**

Your host location may have a calendar where they can post your event, but there are other community calendars out there. Call up your local newspaper or news stations to see if they have print, online or social media calendars, and check with your chamber of commerce. These calendar listings are usually free, and if you include our press release template when reaching out to the news media, you may get you even more free press!
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 offer more than 5,500 programs each year in all 50 states and 150 countries worldwide.

When: Date & Time of Presentation

Where: Location of Presentation

For More Information: Organizations contact information

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.roadscholar.org/press

Advertising Flyer Example
(see page 49)
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 150 countries around the world.

This event is free and open to all. Bring a friend along!
Social Media Advertising Tips

Facebook is an easy, high-impact, low-cost (free!) platform that anyone can use to promote events, products and more.

1. Follow Road Scholar’s Pages

Before you do anything—follow Road Scholar on Facebook, Twitter and Instagram if you have them, and be sure to tag us in your posts!

https://www.facebook.com/rsadventures
https://www.twitter.com/roadscholarorg
https://www.instagram.com/rsadventures

2. Create a Facebook Event

Next, you should create a Facebook Event Page for your presentation so you can share all the event details, communicate with attendees and keep track of how many people may be showing up.

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

To create a private or public Facebook event on your computer:

• From your News Feed, click Events in the left menu.
• Click + Create Event on the left side.
• Click to choose between a private or public event. If you’re creating a public event, you can set the event’s host as yourself or a page you manage. You’re not able to change the privacy settings once you’ve created the event.
• Fill in the event name, details, location and time.
• Click Create. You’ll be taken to your event where you can invite guests, upload photos, add a cover photo or video, share posts and edit event details.

PRO TIP: Social Media posts and events with images get more likes and shares than posts without. So be sure to use images from our media library when you post to any social channel. https://press.roadscholar.org/media-library

3. Post Regularly To Your Page

We’ve also gathered some sample captions to make sharing your event on social media even easier! We encourage you to post these to your own Facebook page and also share them with local libraries and/or the host location where your event will be held.
Sample Facebook Posts

• Share your event directly on your page by going to your event page and clicking “Share” below the main image. Then you can paste in these sample captions below.

• I’m so excited to be speaking about (topic) at (location) to share my love for lifelong learning and educational travel. Thanks to @rsadventures for sponsoring! #RoadScholar #LifelongLearning #SeniorTravel #BoomerTravel

• You should plan to come to (location) on (date) to hear all about (topic)! I’d love to see you there! Learn about @rsadventures, #lifelonglearning, #seniortravel and more!

• Join me and your fellow travelers over 50 to learn about Road Scholar and their educational adventures for boomers and beyond! @rsadventures #LifelongLearning #SeniorTravel #TravelOver50

Sample Tweet

• You should plan to come to (location) on (date) to hear all about (topic)! I’d love to see you there! Learn about @roadscholarorg, #lifelonglearning, #seniortravel and more!

Sample Instagram Captions

• You can’t post to Instagram without an image, so head to our Ambassador Resources Page for some photos to share! https://press.roadscholar.org/media-library

• I’m so excited to be speaking about (topic) at (location) to share my love for lifelong learning and educational travel. Thanks to @rsadventures for sponsoring! #RoadScholar #LifelongLearning #SeniorTravel #BoomerTravel

• You should plan to come to (location) on (date) to hear all about (topic)! I’d love to see you there! Learn about @rsadventures, #lifelonglearning, #seniortravel and more!

For Libraries

Tweet: Want to learn about educational travel for adults over 50? Join us at (location) on (date)! (Insert URL for Facebook Event). @roadscholar.org

Facebook/Instagram: Want to learn about educational travel for adults over 50? Join us at (location) on (date)! (Insert URL for Facebook Event). @rsadventures

These can be modified if you’re speaking on a different/more specific topic.
Ambassador Bio Template

About Your Ambassador

[Name] has been a Road Scholar Ambassador since [year], and loves sharing [his/her] 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.