



Grow Your Group

Using an ACIS Student Ambassador

Feeling busy? Help is just a few steps away. Enlist a Student Ambassador now and benefit from their assistance in promoting and recruiting travelers for your upcoming ACIS educational trip.

► MATERIALS ENCLOSED:

Group Leader Guide:

Everything you need to know about the program, from a step-by-step guide to tips for choosing the right student.

Student Ambassador Information Guide:

Provide your chosen Student Ambassador with this outline of their role and the benefits involved.

Student Ambassador Activities Checklist:

Use this as a list of suggestions for ways your Student Ambassador can provide assistance. Fill out the checklist throughout the recruitment year and submit it to ACIS by January 31st.

Nomination Letter Template:

Customize this template to announce your nomination to the Student Ambassador's parent(s) and get them involved and on board.





Student Ambassador

GROUP LEADER GUIDE

Ready to start recruiting travelers for your ACIS tour? With everything you have going on in the classroom, working with a motivated Student Ambassador can be an easy way to help you promote and grow the size of your group. A Student Ambassador can provide invaluable assistance in reaching out to other students, publicizing within the school community and spreading enthusiasm for the trip, and it can be a mutually beneficial opportunity for you and the student. Learn more at www.acis.com/teachers/how-ambassador.

► 5 STEPS TO STUDENT AMBASSADOR ASSISTANCE:

1. Select one or more students (who is committed to travel with you). Students may also make a direct request to you to become your Student Ambassador. You can choose to have interested students complete an application, write a short essay or otherwise provide you with an indication of their commitment to help you choose.
2. Using the Student Ambassador Information Guide and the Activities Checklist, explain the program and the benefits (s)he can earn.
3. Inform the student's parents and get them on board as your advocates too (see the sample nomination letter templates).
4. Encourage your Student Ambassador to join the ACIS Student Ambassadors Facebook Group, and engage with ACIS on Twitter and Instagram for the chance to enter contests and earn rewards.
5. Work with your Student Ambassador to promote your tour throughout the year, using the Activities Checklist. Sign and submit the completed Activities Checklist to ACIS by January 31st.



► TIPS FOR SELECTING YOUR STUDENT AMBASSADOR

Nominating the right individual will make a big difference in how effective this program is for growing your group and easing your time commitment.

- Who has expressed the most interest and excitement about the trip?
- Choose a student who is motivated, goal oriented, outgoing and involved at the school and in the community.
- Choose a student who is in good standing with the school and any extracurricular or community programs.
- Are the parent(s) also excited and likely to get involved in a positive way?
- You may wish to hold an essay contest or other qualification activity to get a better sense of who is most motivated to provide assistance.
- Convey that it's an honor to be selected as a Student Ambassador and use the information on benefits to get your chosen student(s) and their parent(s) excited.
- You may choose to have more than one Student Ambassador. For more information, see www.acis.com/teachers/how-ambassador.



▶ STUDENT AMBASSADOR BENEFITS

It's a win-win. You benefit from having a partner to help make your tour a success. Your ambassador will learn valuable skills and could even win a free trip. You can use the benefits explained below to help get your chosen student(s) and their parent(s) even more excited.

- Student Ambassadors **have a hand in shaping their own travel experience** (and making sure the trip happens) by encouraging enrollment from the friends and family they'd like to have on tour.
- It's a great **boost to the student's resume and college applications**, providing the opportunity to learn valuable marketing, communication and business skills. The role demonstrates leadership, creativity, drive and responsibility.

Plus, all Student Ambassadors receive raffle entries to **win their trip for free!**

- Students earn one raffle entry for every item completed on the Activities Checklist. The more actively your Student Ambassador helps you recruit for your trip, the better his/her chance of traveling for free.
- One free trip winner for each calendar year will be randomly selected from the raffle entries.

Looking for additional ways that you can incentivize your Student Ambassador's role and participation? Try these suggestions (at discretion of you and your school).

- Award academic extra credit.
- Spotlight the Student Ambassador at your parent trip meeting.
- Spotlight/thank the Student Ambassador at some point while on tour.
- Profile the Student Ambassador on your teacher/class/trip-specific/school web page or blog.

For detailed information on these benefits and any qualification requirements, visit www.acis.com/teachers/how-ambassador.





Student Ambassador

INFORMATION GUIDE

Student Ambassadors are motivated and creative, and they help their teachers make the dream of touring abroad a reality. As a Student Ambassador you get to share your enthusiasm for travel and possibly earn a free trip. To learn more, visit www.acis.com/students/ambassador.

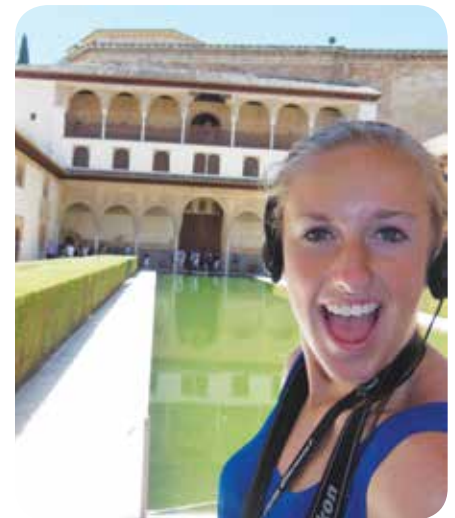
▶ WHAT YOU DO

If you are selected as your group's Student Ambassador, you will work as an assistant to your group leader, demonstrating your leadership and enthusiasm as you help to enroll tour participants by spreading the word within the school and community. It's a fun job to do—talk travel!

The Activities Checklist provides suggestions on ways to spread the word and generate excitement. Examples include:

- Assisting your teacher with the parent trip meeting
- Writing an article for the school or local newspaper
- Actively posting about your excitement for the trip on social media

Check-off (or write-in) your efforts throughout the year, then submit the completed Activities Checklist back to ACIS by January 31st of year your trip departs. Each completed activity earns you an entry into the free trip raffle. The more you do, the more rewarding it could be for you!



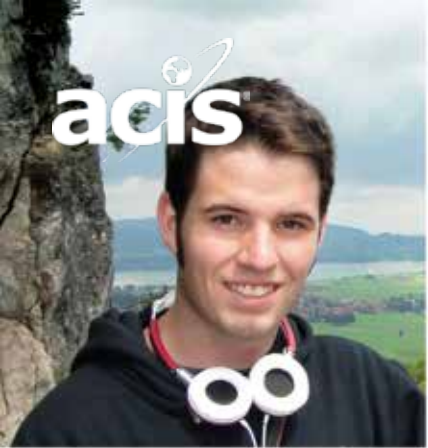
▶ WHY IT'S GREAT

Working to ensure that your trip happens just the way you hoped can be a reward all by itself. In addition, you will learn valuable skills and have the opportunity to possibly even win your trip for free!

- Help make sure you and your friends have the chance to travel abroad by encouraging enrollment from the people you'd most like to travel with.
- Boost your resume and college applications, with the opportunity to learn valuable marketing, communication and business skills. Plus, it demonstrates your leadership, creativity, drive and responsibility.
- The chance to possibly even win your trip for free!



For more information visit www.acis.com/students/ambassador.



Student Ambassador

ACTIVITIES CHECKLIST

Student Ambassadors are encouraged to use this list of suggested activities to promote the tour. Each completed activity earns you one entry in the raffle to win your trip for free. Just have your group leader sign and submit the Activities Checklist to verify the assistance you provided. Keep in mind that the more activities you complete, the more successful the trip can be! Please speak with your group leader to determine which suggestions are most appropriate for your group.

- Join the ACIS Student Ambassador Facebook Group
- Assist group leader with creation/assembly of tour promotion materials, packets, etc.
- Submit your registration form in-person at the parent trip meeting
- Create a brief testimonial for why you want to go on this trip, what you hope to gain and why others would also benefit from the experience; use for trip promotion
- Hang posters at school (if allowed)
- Publicize tour via school announcements (if allowed)
- Publicize tour in the student lounge and/or cafeteria (if allowed)
- Publicize tour on the school website (if allowed)
- Publicize tour in a student blog/forum
- Publicize tour in the student newspaper (if allowed)
- Publicize tour in the community/local newspaper
- Reach out to friends and teammates
- Reach out to other classes
- Reach out to other schools
- Reach out to parents, siblings and other relatives
- Reach out to local community groups and/or churches
- Create a Facebook Group page and/or Facebook Event for your tour
- Post on your personal Facebook account about the tour
- Create a Twitter account for your tour and encourage followers
- Tweet from your personal Twitter account about the tour
- Post to your personal Instagram account about the tour
- Create a Pinterest account/board about the tour related to your destination(s)
- Organize a fundraiser for your tour
- Send group emails about the tour
- Recruit your parents to help spread the word (also, friends'/teammates' parents)



Other activities: be creative to generate buzz among your friends and in the school community.

(Free trip raffle entries for write-in activities will be awarded at the discretion of ACIS.)

_____ _____

_____ _____

This signed checklist must be received by January 31 for a tour departing in the same calendar year. The winner of the free trip raffle will be announced by February 15. **Mail completed checklist to ACIS Student Ambassador Program, 343 Congress Street, Suite 3100, Boston, MA 02210, fax to 617-450-5601 or scan and email to info@acis.com, Attn: Student Ambassador Program.**

Student Ambassador Name: _____ Trip: _____ (please print)

Group Leader Name: _____ Group Leader ID: _____ (please print)

I verify that this Student Ambassador has completed the activities indicated above.

Group Leader Signature: _____ Date: _____

Student Ambassador Nomination Letter Template (Female)

Please contact your International Program Consultant for an electronic copy of the text. We suggest printing this on school letterhead (if applicable).

Dear [Parent(s)/Guardian(s) Name(s)],

Congratulations! **[Student name] has been nominated to serve as an ACIS Student Ambassador for [my, or insert School Name] upcoming educational tour to [destination].**

The role of student ambassador is a rewarding experience that allows your child to share her enthusiasm for travel and help to make her experience even better. [Student name] is recognized for her leadership, excitement and involvement regarding the upcoming trip. As student ambassador, she will work as an assistant to me, the group leader, in helping to promote the tour by spreading the word within the school and surrounding community.

Student ambassadors are encouraged to publicize the tour through a variety of channels. Examples include posting on Facebook, hanging posters at school, reaching out to family and friends, writing an article for the school or local newspaper and assisting with the parent trip meeting. A list of suggested activities will be provided.

What's Great About Being a Student Ambassador?

- She will play a role in making sure she and her friends get to travel abroad by getting enough support and people registered.
- It's a boost to her resume and college applications, with the opportunity to learn valuable marketing, communication and business skills. Plus, it demonstrates her leadership, creativity, drive and responsibility.
- She will have a hand in shaping her own travel experience by encouraging enrollment from the friends and family she would most like to have on tour.
- She can earn ACIS raffle entries to possibly win her trip for free!

Please see the Student Information Guide for details.

An educational tour with ACIS is an unparalleled learning experience. It brings classroom lessons to life, builds confidence, encourages international-mindedness, provides a leg-up in college admissions and future job applications and creates unforgettable memories. These experiences all occur under the safety umbrella of ACIS' international, 24-hour support network and guaranteed financial security. Plus, each group has a full-time ACIS Tour Manager to handle every on-trip logistical detail and maximize the group's learning opportunities.

You are encouraged to get involved, too. Demonstrating your support for the trip to extended family, the school, and your community is the best way to help ensure your child gets to benefit from the incredible opportunities afforded by educational travel.

Please do not hesitate to contact me with any questions you might have.

Sincerely,

[Your Signature]

[Printed Name, Title, School Name]

[Phone and/or Email]

Student Ambassador Nomination Letter Template (Male)

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[Your Signature]

[Printed Name, Title, School Name]

[Phone and/or Email]