

# THE ULTIMATE GUIDE TO FUNDRAISING FOR STUDENT TRAVEL

**TRAVELING FOR STUDENTS** is more than just an opportunity to see new places—it's a chance to expand horizons, foster independence and enhance educational experiences. Whether it's a field trip to a nearby city, an educational tour abroad or a service-learning project in a different community, student travel offers invaluable experiences that contribute to personal and academic growth. However, one of the biggest challenges in making these travel opportunities a reality is funding. With budgets tight and costs often high, finding the financial resources to support student travel can be daunting.

This whitepaper is designed to equip educators, administrators, and student travel planners with the knowledge and tools needed to effectively raise funds for these enriching experiences. We will explore a variety of fundraising strategies, from traditional methods to innovative, digital-age solutions, and provide practical advice on planning, organizing and executing successful fundraising campaigns.

Our goal is to make student travel accessible to all, regardless of financial constraints. Join us as we delve into the best practices and creative ideas for fundraising, ensuring that every student can have the chance to broaden their educational journey beyond the classroom.





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# GETTING STARTED

**W**hether you're considering a trip around the block or around the world, student travel experiences come with a price tag. Mobilizing a group brings with it a variety of costs that can include transportation, ticket and admission fees, meals, insurance, materials & supplies, accommodation and miscellaneous expenses. Consider the type of travel experience you're looking to arrange for your students. Length of trip, destination and activities are three critical components that can greatly affect the budget of a trip and how much fundraising you will need to do to prepare.

With a general idea in mind of the type of trip you're looking for, you will be able to get a good sense of the budget. From there, you can determine the level of fundraising you would like to engage in to meet your goal. Perhaps this means hosting one event or procuring a grant, or it means organizing a series of events over the course of a year to reach your goal.

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## KEYS TO SUCCESSFUL FUNDRAISING

**1. GET THE WORD OUT:** Advertising is one of the most crucial aspects to holding a successful fundraiser. The key is to start all advertising at least four weeks prior to any events or campaigns. Employ several different mediums by which to advertise so you can be sure to reach a variety of audiences. At school, post flyers all around school and put announcements in the school newspaper or newsletter. Spread the word around the community, at the YMCA, churches, community centers, grocery stores, coffee shops, via word of mouth and networking, and, where possible, even consider social media ads.

**2. ASK FOR HELP:** Delegating the planning and preparation to a student and/or committed parent frees more time for you to plan the next fundraiser and focus on the trip. It also makes group members feel that they have a larger role in the planning and outcome of the fundraiser. As an added bonus, taking this leadership role looks fantastic on a college resume and bodes well for future employment.

**3. SAVE MONEY ON COSTS:** Be savvy! Ask for as much product as possible to be donated, i.e. paper supplies, t-shirts, sponges, candy and more! In any situation where admission is charged, or hourly wages are earned, check local wages and pricing to charge the correct entry fees, rates, and food pricing.

Remember, when it comes to fundraising for student travel, the most effective plan is the one you can execute on. Play to your strengths and draw from the resources you already have available. Our best advice is to be flexible and creative with your fundraising choices. And most of all – enjoy! Look at all these opportunities as fun activities to get you, your participants and the community involved for an amazing experience.

# COMMUNITY SUPPORT

**PLATFORMS:** Utilize online platforms like GoFundMe, Kickstarter, or DonorsChoose to amplify the reach of your fundraising efforts. These platforms enable you to create compelling campaigns, share your cause with a wide audience, and collect donations from supporters worldwide. With the power of social media and digital networks, you can harness the generosity of individuals who believe in supporting student travel experiences.

**Initial Operating Cost:** \$0-\$100

**Planning & Execution Time:** 2-4 weeks

**Materials:** Computer, internet access, campaign content (photos, videos, descriptions)

**Staff:** Campaign manager, social media manager (can be volunteers or assigned roles within the team)

**Expected Earnings:** **\$500-\$5,000**

**SOCIAL MEDIA PROMOTION:** Harness the power of social media platforms like Facebook, Instagram, and TikTok to spread awareness about your student travel fundraiser. Create engaging posts, share compelling stories, and leverage multimedia content to capture the attention of your extended community. Encourage followers to donate, share your posts, and actively support your cause, turning virtual connections into tangible contributions for student travel experiences.

**Initial Operating Cost:** \$0-\$100

**Planning & Execution Time:** 2-4 weeks

**Materials:** Computer, internet access, multimedia content (photos, videos, graphics), social media accounts/pages

**Staff:** Social media manager, content creators, campaign coordinators (volunteers or designated team members)

**Expected Earnings:** **\$500-\$3,000**

**DIGITAL CAMPAIGNS:** Harness the power of email marketing and digital newsletters to appeal for donations in support of student travel. Through targeted campaigns, you can effectively communicate the importance of travel experiences in enriching students' education and personal growth. With relatively low initial costs and the ability to reach a wide audience, digital campaigns offer an efficient and impactful way to solicit contributions for meaningful student travel opportunities.

**Initial Operating Cost:** \$100-\$500

**Planning & Execution Time:** 4-6 weeks

**Materials:** Email marketing platform subscription, graphic design software (if creating visuals), content creation resources

**Staff:** Campaign manager, content creators, communication team

**Expected Earnings:** **\$1,000-\$5,000**

**LETTER WRITING CAMPAIGNS:** This timeless fundraising strategy involves crafting compelling letters that articulate the educational significance of your trip and sending them to potential sponsors, family members, and local businesses. By sharing your story and goals, you can inspire others to invest in your educational growth.

**Initial Operating Cost:** Minimal. The primary expenses include stationery, printing, and postage. If you opt for digital letters, costs can be even lower.

**Planning & Execution Time:** 2-4 weeks

**Materials:** High-quality paper, envelopes, stamps, and a well-crafted letter template. For digital campaigns, you'll need access to email and social media platforms.

**Staff:** Minimal. This campaign can be managed by students with guidance from a teacher or parent. A small team of 2-3 people can efficiently handle the process.

**Expected Earnings:** **\$300-\$10,000**



**ALUMNI NETWORK:** Engage with the alumni network to garner support for student travel experiences by highlighting the transformative impact of past trips on their education. Reach out through alumni associations, newsletters, and social media platforms to reconnect with former students. Showcase success stories and testimonials, emphasizing how travel enriched their learning journey. By fostering a sense of pride and community, you can inspire alumni to contribute to future generations' travel opportunities.

**Initial Operating Cost:** \$50-\$200

**Planning & Execution Time:** 4-6 weeks

**Materials:** Alumni contact database, promotional materials (emails, newsletters, social media posts), success stories/testimonials

**Staff:** Alumni outreach coordinator, communication manager, campaign coordinators (volunteers or designated team members)

**Expected Earnings:** **\$1,000-\$5,000**

**FRIENDS OF THE SCHOOL:** Set up a membership program inviting community members to join as "Friends of the School," pledging regular contributions to support various school activities, including student travel. This initiative fosters a sense of belonging and shared responsibility within the community. By offering exclusive benefits such as priority access to school events or recognition in school communications, you incentivize ongoing support. Cultivating these relationships ensures sustainable funding for enriching student experiences.

**Initial Operating Cost:** \$200-\$800

**Planning & Execution Time:** 8-12 weeks

**Materials:** Membership brochures, online registration platform, promotional materials (posters, social media graphics)

**Staff:** Membership coordinator, communication manager, administrative support

**Expected Earnings:** **\$3,000-\$15,000**

**PARENT CONTRIBUTIONS:** Establish a structured giving program, inviting parents to contribute to a dedicated travel fund throughout the school year. This initiative fosters a sense of ownership and investment in their child's educational experiences. With regular contributions, parents can support the enrichment of their child's learning journey through travel opportunities. Clear communication and transparent reporting ensure parents understand the impact of their donations, fostering a strong partnership between home and school.

**Initial Operating Cost:** \$100-\$500

**Planning & Execution Time:** 6-8 weeks

**Materials:** Communication materials (brochures, emails, newsletters), online donation platform (if applicable), reporting templates

**Staff:** Parent engagement coordinator, communication manager, finance/administrative support

**Expected Earnings:** **\$2,000-\$10,000**



# CORPORATE SUPPORT

**EMPLOYER PROGRAMS:** Encourage parents and community members to explore if their employers offer matching gift programs, effectively doubling the impact of their donations to the student travel fund. This initiative leverages existing corporate philanthropy to amplify fundraising efforts. By spreading awareness and providing guidance on how to participate in these programs, you empower donors to maximize their contributions, ultimately enhancing opportunities for student travel experiences.

**Initial Operating Cost:** \$0-\$100

**Planning & Execution Time:** 4-6 weeks

**Materials:** Informational brochures, website resources, communication templates

**Staff:** Fundraising coordinator, communication manager, volunteers for outreach

**Expected Earnings:** **\$1,000-\$5,000**

**CORPORATE MATCHING:** Forge partnerships with local companies eager to support education by matching funds raised for student travel. This initiative amplifies the impact of community donations, effectively doubling the contributions. Collaborate with businesses aligned with the educational mission to secure matching commitments, leveraging their corporate social responsibility efforts for the benefit of student enrichment. Clear communication and recognition of corporate partners further strengthen these valuable relationships.

**Initial Operating Cost:** \$100-\$500

**Planning & Execution Time:** 6-8 weeks

**Materials:** Proposal documents, promotional materials (brochures, presentations), communication templates

**Staff:** Corporate liaison, fundraising coordinator, communication manager

**Expected Earnings:** **\$2,000-\$10,000**





# GRANTS

**EDUCATIONAL GRANTS:** Pursue grants tailored for educational travel from esteemed organizations like the National Education Association, local foundations, or corporate-sponsored programs. This strategy [requires thorough research](#), meticulous grant writing, and adherence to application deadlines. By tapping into these funding opportunities, you secure financial support that directly benefits student travel experiences, enriching their education beyond the classroom and broadening their horizons.

**Initial Operating Cost:** \$0-\$200

**Planning & Execution Time:** 8-12 weeks

**Materials:** Grant application guidelines, supporting documents (budget, proposal), administrative resources

**Staff:** Grant coordinator, research team, administrative support

**Expected Earnings:** **\$500-\$10,000**

**TARGETED PROGRAMS:** Reach out to larger corporations that prioritize corporate social responsibility and community engagement, seeking sponsorship for student travel initiatives. This strategic approach involves tailored proposals, highlighting the alignment between the corporation's values and the educational benefits of student travel. By securing corporate sponsorships, you not only generate crucial financial support but also foster long-term partnerships that contribute to the enrichment of student experiences and the advancement of educational goals.

**Initial Operating Cost:** \$100-\$500

**Planning & Execution Time:** 6-10 weeks

**Materials:** Sponsorship proposal templates, presentation materials, communication resources

**Staff:** Sponsorship coordinator, research team, administrative support

**Expected Earnings:** **\$5,000-\$20,000**

**COMMUNITY GRANTS:** Explore opportunities for grants from local businesses, civic organizations, and community foundations to support student travel initiatives. This approach involves building relationships within the community, researching grant eligibility criteria, and crafting compelling proposals. By aligning the goals of the travel program with the interests of potential grantors, you can secure funding that directly benefits student enrichment, fostering educational experiences beyond the classroom.

**Initial Operating Cost:** \$50-\$300

**Planning & Execution Time:** 6-10 weeks

**Materials:** Grant application templates, supporting documents (budget, project overview), communication materials

**Staff:** Grant coordinator, research team, administrative support

**Expected Earnings:** **\$1,000-\$5,000**



# SPONSORSHIP

**LOCAL BUSINESSES:** Forge partnerships with local businesses, offering sponsorships for student travel in exchange for advertising and recognition. This mutually beneficial arrangement not only provides financial support for travel expenses but also promotes community engagement and brand visibility. By showcasing sponsors through various channels such as event signage, social media shoutouts, and press releases, you create a win-win scenario where businesses contribute to student enrichment while enhancing their own visibility in the community.

**Initial Operating Cost:** \$100-\$500

**Planning & Execution Time:** 4-8 weeks

**Materials:** Sponsorship packages, promotional materials (banners, flyers), communication templates

**Staff:** Sponsorship coordinator, marketing team, administrative support

**Expected Earnings:** **\$2,000-\$10,000**

**CORPORATE SPONSORSHIPS:** Reach out to larger corporations that prioritize corporate social responsibility and community engagement, seeking sponsorship for student travel initiatives. This strategic approach involves tailored proposals, highlighting the alignment between the corporation's values and the educational benefits of student travel. By securing corporate sponsorships, you not only generate crucial financial support but also foster long-term partnerships that contribute to the enrichment of student experiences and the advancement of educational goals.

**Initial Operating Cost:** \$100-\$500

**Planning & Execution Time:** 6-10 weeks

**Materials:** Sponsorship proposal templates, presentation materials, communication resources

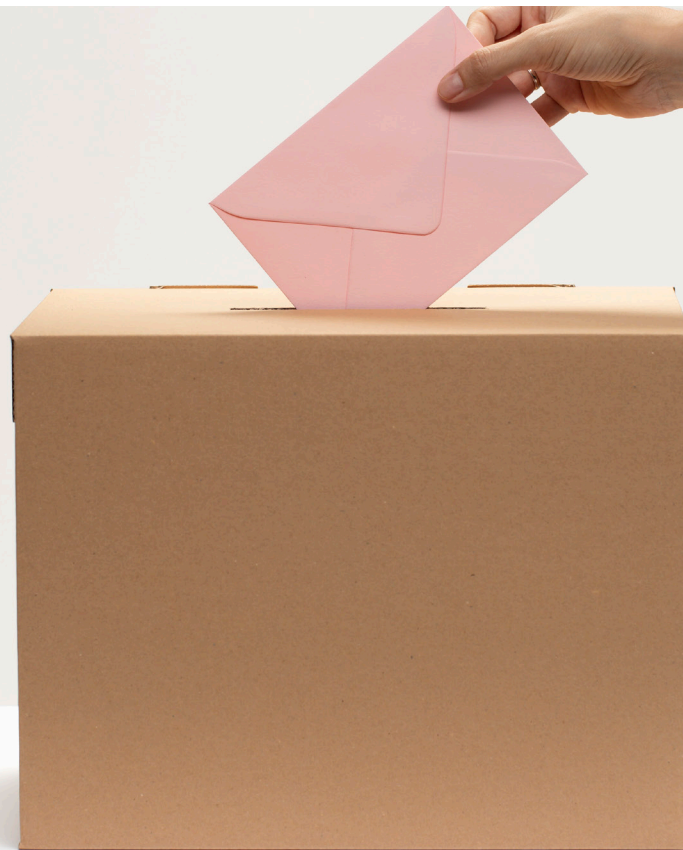
**Staff:** Sponsorship coordinator, research team, administrative support

**Expected Earnings:** **\$5,000-\$20,000**





# PLEDGE EVENTS



**PLEDGING:** Organize pledge events where participants collect pledges for specific activities, such as walk-a-thons, read-a-thons, or bike-a-thons, to raise funds for student travel. This interactive approach encourages community involvement and support while promoting healthy, educational, or entertaining activities. With proper planning and enthusiastic participation, pledge events can significantly contribute to funding travel opportunities, providing students with enriching experiences beyond the classroom.

**Initial Operating Cost:** \$100-\$300

**Planning & Execution Time:** 6-10 weeks

**Materials:** Pledge forms, event supplies, promotional materials

**Staff:** Event coordinators, volunteers, promotional team

**Expected Earnings:** **\$1,000-\$5,000**

## Looking for a pledge activity?

**Polar Plunge:** In the winter, sell tickets or solicit donations through pledges for participants to jump into chilly water. Be sure to mobilize medical volunteers for safety.

**Sports Pledges:** Seek pledges for athletic achievements or challenges undertaken by students. Seek sponsors for a walk-a-thon or jog-a-thon, with each participant raising funds based on the distance covered.

**Read-a-Thon:** Seek pledges for a read-a-thon, where students read as many pages as they can in a set amount of time.

# PROFIT FROM TICKET SALES

**FAIRS AND FESTIVALS:** Engage the community and raise funds by hosting lively events such as carnivals, flea markets, or food festivals, where entry fees directly contribute to the student travel fund. These vibrant gatherings not only generate revenue but also foster a sense of unity and enjoyment among participants. With diverse attractions and engaging activities, you can create memorable experiences while successfully funding student travel opportunities.

**Initial Operating Cost:** \$500-\$2,000

**Planning & Execution Time:** 8-12 weeks

**Materials:** Event supplies (e.g., booths, decorations), marketing materials (e.g., posters, banners)

**Staff:** Event coordinators, volunteers, vendors

**Expected Earnings:** **\$2,000-\$10,000**

**Host a Trivia Night:** Engage the community in a friendly trivia competition, charging an entry fee for teams or participants.

**Cultural Cuisine Night:** Host a party or dinner that showcases diverse cuisines through a culinary journey and charge an entry fee for guests.

**Talent Show:** Showcase the talents of students and community members and charge an admission fee to enjoy an evening of entertainment.

**Movie Night:** Screen a travel-themed movie at your local cinema or school theatre and sell tickets and concessions to raise money.

**Host an Ice Cream Social:** Organize a delightful ice cream social, charging an entry fee for unlimited scoops or special toppings.

**Fitness Classes:** Ask fitness instructors to volunteer to teach and sell passes to their class.





# EVENTS WITH PROFITS



**Restaurant Fundraiser:** Partner with local restaurants to host fundraising nights where a portion of the proceeds from sales is donated to the student travel fund. This collaborative effort not only supports the fundraiser but also promotes local businesses. By encouraging the school community and their networks to dine out on designated nights, you can generate significant funds while enjoying delicious meals and fostering a sense of community.

**Initial Operating Cost:** \$0-\$100

**Planning & Execution Time:** 2-4 weeks

**Materials:** Promotional materials (flyers, social media graphics), partnership agreements

**Staff:** Fundraising coordinator, promotional team, restaurant liaisons

**Expected Earnings:** **\$200-\$2,000**

## Other ideas:

**Sell Coffee:** Partner with a local coffee shop to sell branded coffee or set up a coffee stand during events, like a school sports tournament.

**Concession Stand:** Volunteer to run the concession stand for a local or school event and keep the profits from the sales.



# DRIVES

## FUNDRAISING DRIVES:

Launch targeted fundraising drives to generate scholarship funds for students who require additional financial assistance to participate in travel programs. These drives aim to ensure that all students have the opportunity to benefit from enriching travel experiences regardless of financial constraints. By rallying support from the community, you can create impactful opportunities for students to explore, learn, and grow beyond the confines of the classroom.

**Initial Operating Cost:** \$100-\$500

**Planning & Execution Time:** 6-10 weeks

**Materials:** Fundraising campaign materials (e.g., flyers, online donation platforms), scholarship application forms

**Staff:** Fundraising coordinator, outreach team, administrative support

**Expected Earnings:** **\$1,000-\$5,000**

## Inspiration for your next drive:

**Used Book Sale:** Collect donated books and organize a sale to raise funds for the school trip.

**Recycling Drive:** Collect recyclables and exchange them for donations to support the school trip.

**Yard Sale:** Collect items from the community that they are looking to part with and host a yard sale in the school yard or gym with proceeds from sales going toward your fund.



# AUCTIONS

**AUCTION NIGHTS:** Host captivating auction nights, showcasing donated items or services from local businesses and families, to raise funds for student travel. Whether live or silent, these events offer an exciting opportunity for attendees to bid on desirable items while supporting a meaningful cause. With careful planning and enthusiastic participation, you can turn donated goods into valuable contributions, ensuring unforgettable travel experiences for students.

**Initial Operating Cost:** \$300-\$1,000

**Planning & Execution Time:** 8-12 weeks

**Materials:** Auction items, venue rental, promotional materials (e.g., invitations, signage)

**Staff:** Auction coordinator, event organizers, volunteers

**Expected Earnings:** **\$3,000-\$15,000**



# APPS

**FLIPGIVE:** Earn money through everyday shopping. With this free app, students can earn exclusive cashback offers on items they and their families already use, as well as on dining, hotel stays and activities. Learn more [here](#).





# EDUCATIONAL PROGRAMS

**WORKSHOPS AND CLASSES:** Host a series of after-school workshops or classes where students can learn new skills or hobbies, such as cooking, painting, or coding. Participants pay a fee to attend, and the proceeds contribute to the student travel fund. These educational sessions not only raise funds but also provide valuable learning experiences for students.

**Initial Operating Cost:** \$50-\$300

**Planning & Execution Time:** 6-10 weeks

**Materials:** Workshop supplies, classroom space rental (if needed), marketing materials

**Staff:** Instructors (volunteers or hired professionals), event coordinators, administrative support

**Expected Earnings:** **\$500-\$2000**

**EDUCATIONAL CAMPS:** Host summer or winter camps centered around educational activities, with proceeds dedicated to funding travel expenses for students. These camps offer enriching experiences while supporting the broader goal of facilitating educational travel. By providing engaging and educational programming, you not only raise funds but also offer valuable learning opportunities for participants. With careful planning and execution, educational camps can become a sustainable source of revenue for student travel initiatives.

**Initial Operating Cost:** \$500-\$2,000

**Planning & Execution Time:** 12-16 weeks

**Materials:** Camp supplies (educational materials, equipment), venue rental, promotional materials

**Staff:** Camp coordinators, educators, administrative support

**Expected Earnings:** **\$2,000-\$10,000**





# SELL FOR PROFIT

**CREATE AND SELL:** Engage students and the community in creating and selling handmade items such as crafts, baked goods, or artwork to raise funds for student travel. This initiative not only fosters creativity and collaboration but also provides a tangible product that supporters can purchase. With minimal initial costs and the potential for high returns, this approach effectively generates funds while promoting school spirit and community involvement.

**Initial Operating Cost:** \$100-\$500

**Planning & Execution Time:** 4-8 weeks

**Materials:** Craft supplies, baking ingredients, packaging materials, promotional materials

**Staff:** Project coordinators, student volunteers, promotional team

**Expected Earnings:** **\$500-\$3,000**

**MERCHANDISE SALES:** Boost school spirit and raise funds by selling school-branded merchandise like t-shirts, hoodies, and water bottles. This fundraiser not only generates revenue but also fosters a sense of belonging within the school community. With eye-catching designs and quality products, you can attract both students and supporters alike. By leveraging the popularity of branded merchandise, you can successfully fund student travel initiatives while promoting school pride.

**Initial Operating Cost:** \$200-\$800

**Planning & Execution Time:** 6-10 weeks

**Materials:** Merchandise inventory, promotional materials (e.g., flyers, online advertisements)

**Staff:** Merchandise coordinators, marketing team, volunteers

**Expected Earnings:** **\$1,000-\$5,000**

## Looking for inspiration?

**Luggage Tag Fundraiser:** Create and sell personalized luggage tags, perfect for travel enthusiasts.

**Bake Sale:** Sell delicious homemade treats at school events or local gatherings.

**Create Custom Calendars:** Design custom calendars featuring student artwork or highlights from previous trips and sell them.

**Recipe Book:** Gather favorite recipes from students, teachers, and parents, then compile them into a personalized recipe book, and sell copies.

**Sell Candy:** Order cases of chocolate and sell to the community, putting the profit towards the travel fund.

**ART AND CRAFT SALES:** Sell student-created art and crafts at school or community events. Organize an art and craft sale featuring handmade items created by students, parents, and local artists. This could also include photography from students. This engaging event not only showcases creativity but also raises funds for student travel. It's an excellent opportunity for the community to come together and support a meaningful cause.

**Initial Operating Cost:** \$100-\$500

**Planning & Execution Time:** 4-8 weeks

**Materials:** Art supplies, craft materials, display tables, promotional flyers

**Staff:** Volunteers, including students, teachers, and parents

**Expected Earnings:** **\$500-\$3,000**

# CONCLUSION

Fundraising for student travel doesn't have to be daunting. Look at it as a community effort where the journey is another opportunity to engage students and provide them with important lessons in creativity, financial responsibility and leadership. Once your fundraising efforts are complete, students and participating adults alike will be able to reap the rewards of hard work and dedication.

By leveraging a variety of fundraising ideas like those discussed above, schools can effectively raise the necessary funds to support student travel. Remember to consider some of the following points when planning fundraising for school trips:

**Engage the community:** When the community comes together to support a common cause like school fundraising, it strengthens bonds and fosters a sense of unity and shared purpose.

**Foster student participation:** Fundraising for student travel can be a fun and engaging experience. Bring students in and get them involved through the creative process and execution, and they'll feel a sense of pride and satisfaction once it comes time for the trip.

**Ensure transparency and accountability in managing funds:** Ensure you have a plan in place for the person or people who will manage the funds. Create a paper trail and document each step of the way.

**Set realistic goals:** One size doesn't fit all when it comes to school fundraising. Each fundraising idea should be carefully tailored to fit the specific needs and capabilities of the school and its community. It's better to start small and scale up rather than to set goals that are too ambitious from the start.

To streamline the fundraising process, teachers and organizers can utilize various apps and platforms designed to aid in organization and communication. Platforms like GoFundMe, Kickstarter, and DonorsChoose can help reach a broader audience and facilitate online donations. Tools such as Trello or Asana can assist in project management, ensuring that all tasks are tracked and deadlines are met. Additionally, social media platforms and email marketing services like Mailchimp can be powerful tools for promoting fundraising events and keeping the community informed and engaged.

By embracing a creative, strategic and organized approach to fundraising for student travel, you'll be on your way to securing the financial support needed to provide students with enriching travel experiences. In turn, students will have the chance to embark on experiences that contribute to their personal and academic growth, creating memories to last a lifetime.



# CHECK OUT OUR OTHER RESOURCES

**Student Travel Pro** has the digital tools you need to plan out-of-classroom experiences. Our digital downloads are free and easy to access on the go.

**FREE ONLINE**

- ✓ DIGITAL PLANNING GUIDE
- ✓ REGIONAL FIELD TRIP PLANNERS
- ✓ WHITEPAPERS



**ON OUR WEBSITE**  
<https://studenttravel.pro>

