

TOUR OPERATORS' SUPPLEMENTAL GUIDE

This guide provides ideas for how to use and share SYF Funding Opportunities with educators and youth organizations.

Keep it handy during planning conversations. Support schools or groups where cost may be a barrier, and share these resources with parents or group leaders early in the planning process.

Find sample email templates and scripts on **Page 2**.

BEST PRACTICES FOR DISTRIBUTION



Email the SYF **Programs & Scholarships** PDF to clients and partners.



Post in staff break rooms or teacher lounges.



Link on your website or on your social media.



Share when Road Scholarship applications open.



Print for school or group presentations.

SYF KEY MESSAGES

Travel changes young lives for good!

SYTA's research shows that experiential travel – whether local, domestic, or international– can produce impactful results to help young people increase self-confidence, independence, and education about new and different cultures.

Find the full SYF Marketing Toolkit with infographics and other resources [here](#).

SAMPLE EMAIL TEMPLATES

FROM: Tour Operators

TO: Teachers or Group Leaders / Schools or Youth Organizations

SUBJECT: Youth Travel Scholarship Opportunities

Hi [Name],

I'm reaching out to share an incredible resource from the [SYTA Youth Foundation](#) that outlines programs and scholarships available for student and youth travelers. They offer programs and scholarships for student travelers, including the Road Scholarship, which awards up to \$1,000 per individual and \$5,000 for groups. You can find all the details and application periods in their [Scholarships and Funding flyer](#).

If cost is a consideration for any students, this may be worth exploring as part of your planning.

I'm available to answer questions or to help navigate the application process.

With belief for what travel makes possible,

[Your Name]

[Tour Company Name]

SAMPLE SCRIPTS

"If cost is a concern for any student, the SYTA Youth Foundation offers programs and scholarships that may help."

OR

"We are proud partners of the SYTA Youth Foundation and they offer programs and travel scholarships that may help."