



Dear Fellow Travel Advisors,

As travel professionals, we know that tourism has the power to uplift communities, protect the environment, and drive sustainable economies. The work we do goes beyond creating incredible itineraries—it shapes the future of travel. That's why I'm inviting you to join me in making an even bigger impact through Travel for Better.

There are so many easy and meaningful ways to give back, from adding a small donation to planning fees to setting aside a percentage of commissions for sustainable tourism initiatives. Whether it's a simple opt-in for clients, a seasonal campaign, or a personal commitment, every contribution helps create a travel industry that truly benefits the destinations we love.

Below, I've outlined some creative ways to integrate charitable giving into your business. However you choose to give, know that your support helps ensure travel remains a force for good.

Thank you for all that you do—not just for your clients, but for the world of travel.

Sincerely,

Kristin Winkaffe
Executive Director

Creative Ways Travel Advisors Can Give Back Through Travel for Better

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Business and Operations-Based Giving

1. Annual Commitment – Pledge a Set Donation Annually

💡 How it works: Travel advisors or agencies can commit to donating a set amount annually based on their revenue or profits, ensuring a predictable and meaningful contribution to Travel for Better (TFB).

✅ Steps to Implement:

1. **Determine Contribution Amount** – Calculate a percentage of total revenue (suggested: 1-5%) or a fixed annual amount (\$500-\$5,000+).
2. **Set It in Your Budget** – Add this donation as a line item in your business expenses.
3. **Make It Official** – Schedule the donation for a specific month each year (e.g., end-of-year giving or Earth Month in April).
4. **Track Your Impact** – Keep records of how your donation contributes to TFB's initiatives.

🗣️ How to Share with Clients:

- **Website:** “We are committed to sustainable travel. Each year, we donate a portion of our profits to Travel for Better to support tourism projects that uplift communities and protect the planet.”
- **Email Signature:** “Proud supporter of Travel for Better – Giving back to the destinations we love.”
- **Itinerary Statement:** “This trip is part of our mission to make travel a force for good. As part of our commitment, we donate annually to Travel for Better.”
- **Social Media Post:** “Every journey we plan has a deeper impact. As part of our commitment to sustainable travel, we donate annually to Travel for Better to support local communities and conservation efforts.”

2. Team Donation Pools – Collective Giving from Advisors

💡 How it works: Travel advisors in the same agency could contribute a portion of their commissions to a collective fund benefiting TFB.

✅ Steps to Implement:

1. **Gather Interested Advisors** – Host a meeting to introduce the idea and get buy-in.
2. **Set a Contribution Model** – Options include a flat amount per booking (\$10-\$50) or a small percentage of commission (1-3%).
3. **Choose a Donation Schedule** – Monthly, quarterly, or annually.
4. **Set Up Tracking** – Use a simple spreadsheet or an accounting tool to track contributions.
5. **Donate Together** – Send a collective donation to TFB and highlight the impact.

How to Share with Clients:

- **Website:** “As a team, we believe in responsible travel. Our advisors collectively contribute a portion of their earnings to Travel for Better to make tourism a force for good.”
- **Email Update:** “Did you know? Every trip you book helps support sustainable tourism. Our advisor team pools a portion of our commissions to fund impactful travel initiatives.”
- **Social Media Post:** “Travel is about connection—not just to places but to people and communities. That’s why our team pools resources to support Travel for Better’s mission of sustainable travel.”

3. Corporate Sponsorship – Sponsoring a TFB Pillar

 How it works: Advisors can establish a corporate sponsorship with TFB, providing larger-scale, ongoing support.

Steps to Implement:

1. **Select a Sponsorship Level** – Work with TFB to determine an appropriate level (\$2,500-\$25,000+ per year).
2. **Choose a Pillar to Support** – Align your sponsorship with a project that resonates with your brand’s values (e.g., people, planet, or economy).
3. **Sign a Sponsorship Agreement** – Establish formal recognition of your sponsorship.
4. **Promote Your Impact** – Publicize your sponsorship through marketing materials, PR, and social media.

How to Share with Clients:

- **Website:** “We are proud to be a corporate sponsor of Travel for Better, supporting sustainable travel projects that make a lasting impact.”
- **Client Welcome Packet:** “Your travels are making a difference! As part of our commitment to responsible tourism, we sponsor Travel for Better’s initiatives around the world.”
- **Social Media Post:** “Sustainable travel isn’t just a buzzword—it’s a commitment. That’s why we’ve partnered with Travel for Better as a corporate sponsor to ensure every journey leaves a positive impact.”

Client-Based Contributions

1. Add-on to Planning Fees

 *How It Works:* Increase your standard planning fee by a small amount (e.g., \$20) and allocate that amount as a donation to Travel for Better for every paying client.

✅ Steps to Implement:

1. **Determine Contribution Amount:** Determine the amount to add to your planning fee (suggested: \$20 per client).
2. **Add to Invoices:** Update invoices and contracts to reflect the charitable contribution.
3. **Schedule Donations:** Set up a recurring donation schedule (monthly or quarterly) to send collected donations to TFB.

🗣️ How to Share with Clients:

- **Website:** “Every trip planned makes a difference! A portion of our planning fee (\$20 per client) is donated to Travel for Better to support sustainable tourism initiatives.”
- **Email Signature:** “Proudly donating a portion of every planning fee to Travel for Better. Travel well, do good.”
- **On Itineraries:** “Thank you for booking with us! As part of our commitment to responsible travel, a portion of your planning fee has been donated to Travel for Better to support global sustainability efforts.”
- **On Calls:** “We’ve built giving back into our business—every client we work with contributes to a cause that ensures travel has a positive impact.”
- **Social Media Post:** “*What if your vacation could make a difference? 🌍 Every client we work with contributes to Travel for Better, helping make tourism a force for good. #TravelForBetter*”

2. Percentage of Profits Donation

💡 *How It Works:* Commit to donating a percentage of your commissions or profits per trip booked (e.g., 5%).

✅ Steps to Implement:

1. **Determine Contribution Amount:** Decide on a percentage (recommended: 3-5% of profits per trip).
2. **Track bookings:** Track eligible bookings and total profits quarterly or annually.
3. **Schedule Donations:** Set up donations to Travel for Better based on earnings.

🗣️ How to Share with Clients:

- **Website:** “A percentage of every trip booked through us goes directly to Travel for Better, supporting sustainable tourism worldwide.”
- **Email Marketing:** “Your travels are making a difference! We donate [X]% of our earnings to Travel for Better, ensuring tourism benefits local communities and conservation efforts.”
- **On Calls:** “Part of our commitment to sustainable travel means giving back. For every trip we book, we donate a percentage of our profits to Travel for Better.”
- **Social Media Post:** “*Your dream trip = real-world impact! 💙 A portion of our earnings goes to Travel for Better, so every journey you take helps uplift communities and protect*”

our planet.”

3. Gift in Client's Name

💡 *How It Works:* Instead of a traditional welcome gift, donate to Travel for Better in the client's name as a thank-you gesture.

✅ Steps to Implement:

1. **Determine Contribution Amount:** Choose a standard donation amount per client (recommended: \$25-50).
2. **Make Donation:** After final payment, make the donation in the client's name.
3. **Share with Client:** Send a personalized thank-you letter or email with donation details.

🗣️ How to Share with Clients:

- **Website:** “Instead of traditional gifts, we honor our clients by donating to Travel for Better in their name—helping tourism become a force for good.”
- **Thank-You Letter:** “As a token of our appreciation, we’ve made a donation in your name to Travel for Better, supporting sustainable travel initiatives worldwide. Thank you for choosing meaningful travel!”
- **On Calls:** “We like to make every trip extra special—not just for you, but for the places you visit. That’s why we make a donation in your name to Travel for Better after every booking.”
- **Social Media Post:** *“This year, we’re swapping traditional gifts for impact! Every client who books a trip with us will receive a donation in their name to Travel for Better. Because travel should do good. 🌍💙”*

4. Donation Match Challenge

💡 *How It Works:* Encourage clients to donate to Travel for Better by offering a matching contribution (e.g., up to \$50 per client donation).

✅ Steps to Implement:

1. **Request Custom Link:** Request a custom donation link from TFB to facilitate tracking and matching (email us for a link at info@travelforbetter.org)
2. **Determine Match Amount:** Set a maximum amount you will match (e.g., up to \$50 per client).
3. **Share Donation Link:** Include your custom Travel for Better donation link in booking emails.
4. **Track Donations:** Track matched contributions and send a thank-you email when donations are made.
5. **Match:** Once your period of matching is over, submit a donation equivalent to the match amount through your custom link.

How to Share with Clients:

- **Website:** “Join us in making travel a force for good! For every donation you make to Travel for Better, we’ll match it up to \$50.”
- **Booking Email:** “We’re inviting our clients to help us make a difference! If you donate to Travel for Better, we’ll match your contribution dollar for dollar (up to \$50).”
- **On Calls:** “Would you like to double your impact? We’re matching client donations to Travel for Better, so your contribution can go twice as far.”
- **Social Media Post:** *“Double your impact! We’re matching client donations to Travel for Better to help support sustainable tourism. Donate today, and let’s make a difference together! 🌍🌟”*

5. Opt-in Client Donations

 *How It Works:* Offer clients the option to add a small donation to their booking cost.

Steps to Implement:

1. **Determine Contribution Amount:** Set a suggested donation amount (\$25-\$100).
2. **Set Up Opt-In:** Include an opt-in checkbox on booking invoices or online payment forms or directly link to TFB donation page.
3. **Collect Donations:** Ensure donations are collected and forwarded to TFB on a regular basis.

How to Share with Clients:

- **Website:** “Want to make a difference with your travels? Add an optional \$10 donation to Travel for Better at checkout and help create a more sustainable future.”
- **Invoice Line Item:** “Optional: Travel for Better Donation - \$10”
- **Booking Confirmation Email:** “Thank you for booking! If you’d like to contribute to sustainable tourism, you can add an optional \$10 donation to Travel for Better.”
- **Social Media Post:** *“Small contributions make a big impact! Clients can now opt to add a \$10 donation to Travel for Better when booking their trip. Every dollar counts toward making travel a force for good. 🌍”*
- **Travefy/Axus:** “Make your journey even more meaningful! Click [HERE](https://travelforbetter.org/donate/) [add hyperlink to donation page: <https://travelforbetter.org/donate/>] to add an optional donation to Travel for Better and support sustainable tourism initiatives that uplift communities and protect our planet.”

6. ‘Round-Up’ Donations

 *How It Works:* Round up each client invoice to the nearest \$50 or \$100, with the difference donated to Travel for Better.

Steps to Implement:

1. **Determine Contribution Amount:** Choose a round-up threshold (nearest \$50 or \$100).
2. **Update Client Invoices:** Add the round-up option to client invoices.
3. **Track and Make Donations:** Collect and track donations for monthly or quarterly contributions to TFB.

How to Share with Clients:

- **Website:** “Every trip booked through us supports a greater cause. We round up invoices to the nearest \$50 or \$100 and donate the difference to Travel for Better.”
- **On Invoices:** “Your trip has been rounded up to the nearest \$50, with the difference donated to Travel for Better.”
- **On Calls:** “We make giving back simple—each trip is rounded up to the nearest \$50, with that small difference making a big impact through Travel for Better.”
- **Social Media Post:** *“Did you know your trip can help make a difference? We round up invoices to support Travel for Better, ensuring tourism uplifts communities and protects destinations. 🌍✨”*

Event & Promotion-Based Giving

1. Charity Booking Days

 *How It Works:* Choose a specific day, week, or month where a percentage of all commissions earned is donated to Travel for Better (TFB). This creates urgency and encourages clients to book within the timeframe. This benefits you, getting those bookings locked in with new or returning clients, and supports a great cause at the same time!

Steps to Implement:

1. **Set the Date** – Choose a meaningful timeframe, such as Earth Day, Giving Tuesday, or during peak travel planning months.
2. **Decide the Donation Percentage** – Suggested amount: 5-10% of commissions/profits from bookings made during the event.
3. **Promote in Advance** – Announce the initiative at least 2-4 weeks beforehand via email, social media, and on your website.
4. **Engage Clients** – Share impact stories from TFB to show how their bookings contribute to meaningful change.
5. **Follow Up** – After the campaign, send a thank-you message to clients highlighting the collective impact.

How to Share with Clients:

- **Website & Emails:** “This [month/week], we’re turning travel into a force for good! Book your trip between [dates], and we’ll donate 5% of our profits to Travel for Better to

support sustainable tourism initiatives.”

- **Itinerary Inclusion:** “Thank you for booking during our Charity Booking Week! Your travel helps uplift communities and protect the planet through Travel for Better.”
- **Social Media:** “Your travel matters! This week, 5% of all profits will be donated to @TravelForBetter. Let’s make travel a force for good! #BookForChange #TravelForBetter”

2. Seasonal Campaigns

💡 *How It Works:* Run a themed fundraising campaign during peak booking times, such as the holidays, summer travel season, or Earth Month.

✅ Steps to Implement:

1. **Choose a Season or Holiday** – Examples: Earth Month (April), Giving Tuesday (November), or Sustainable Travel Week.
2. **Define the Structure** – Suggested donation: \$25 per booking or 3-5% of commissions.
3. **Create a Visual Theme** – Design social media graphics, email banners, and website pop-ups.
4. **Encourage Participation** – Provide clients with an option to match the donation.
5. **Report the Impact** – Share updates after the campaign about how much was raised and where the funds will be used.

🗣️ How to Share with Clients:

- **Website & Emails:** “This holiday season, we’re giving back! For every trip booked in [month], a portion of our commission will support Travel for Better’s mission to uplift communities and protect destinations worldwide.”
- **Social Media:** “Book a trip, make a difference! 🌍 This [season], we’re donating \$25 per booking to @TravelForBetter. Let’s travel with purpose. #SeasonOfGiving #TravelForBetter”

3. Social Media Challenge

💡 *How It Works:* Increase awareness and engagement by donating a set amount for every client who books and shares about their sustainable trip on social media.

✅ Steps to Implement:

1. **Determine the Pledge** – Suggested amount: \$10-\$25 per client post.
2. **Set Up a Hashtag** – Example: #MyTravelForBetter or #BookWithImpact.
3. **Promote the Challenge** – Announce the campaign on social media, in email newsletters, and on booking confirmations.
4. **Encourage Participation** – Clients must tag your business and use the hashtag for the donation to count.
5. **Showcase the Impact** – Repost client stories and share updates on total donations.

How to Share with Clients:

- **Website & Emails:** “Share your sustainable travel moments and help make a difference! For every tagged post using [hashtag], we’ll donate \$20 to Travel for Better.”
- **Social Media:** “Want to give back while traveling? Post your sustainable travel photos using #MyTravelForBetter and we’ll donate \$20 to @TravelForBetter. Let’s inspire change together!”

4. Referral Donations

 *How It Works:* Incentivize referrals by donating a portion of commissions from new client bookings.

Steps to Implement:

1. **Define the Referral Reward** – Suggested amount: \$50 per new referral booking.
2. **Create a Referral Code or Form** – Allow clients to submit referrals easily.
3. **Communicate the Initiative** – Email existing clients with the referral opportunity.
4. **Track Referrals** – Keep a record of referred clients and total donations made.
5. **Celebrate Referrals & Impact** – Send thank-you notes and share updates on how much was donated.

How to Share with Clients:

- **Website & Emails:** “Love working with us? Refer a friend, and we’ll donate \$50 to Travel for Better when they book their first trip!”
- **Social Media:** “Help us make travel a force for good!  Refer a friend, and we’ll donate \$50 to @TravelForBetter when they book. #TravelWithPurpose”