



TFB ADVISOR TOOLKIT RESOURCE LIST

Core Resources

 **TFB One-Page** – A PDF summarizing Travel For Better’s mission, impact, and ways to donate.

 **How to Donate** – A guide on the various donation methods and how to seamlessly integrate giving into your business.

 **Donation Ideas** – Creative ways to incorporate charitable giving into your travel planning process. However you choose to give, know that your support helps ensure travel remains a force for good.

 **Sustainability Vetting Checklist** – A step-by-step guide to evaluating travel partners and experiences for responsible practices.

Client Engagement Tools

 **Client Gift Letter** – A customizable letter to accompany client gifts, reinforcing their role in meaningful travel. (Word Doc)

 **Certificate of Appreciation** – A recognition piece to acknowledge client contributions to sustainable travel initiatives.

 **Client Gift Card** – A personalized card to accompany client gifts, expressing gratitude and highlighting their impact on sustainable travel.

Marketing & Messaging Resources

 **Elevator Pitch & Talking Points** – A concise, compelling narrative to explain why TFB matters.

 **Key Facts & Narratives** – Key facts, stats, and narratives to help advisors confidently discuss sustainability with clients.

 **Marketing Guide** – Best practices for sharing TFB's mission across social media, email, and client conversations. This guide includes:

-  **Brand Guide** – Guidelines for maintaining consistent messaging and branding when discussing TFB.
-  **Marketing Templates** – Ready-to-use Instagram, LinkedIn, TikTok, and Facebook captions, plus email, newsletter, website, and in-person messaging templates.
-  **Email Templates** – Pre-written messages advisors can send to clients about supporting TFB.
-  **Pre-Written Blurbs** – Short, impactful messages to insert into client communications, newsletters, and more.

These resources are designed to make it easy for you to engage with TFB, communicate its mission to your clients, and integrate meaningful giving into your travel business. Let us know if you need any help implementing them!

Co-branding/white labeling available upon request.

Coming Soon

 **Itinerary/Invoice Items** – Pre-written donation prompts for trip itineraries and invoices in platforms like Travefy, AXUS, Tern, and TravelJoy.

 **Impact Infographics** – Visuals showcasing TFB's success stories, community impact, and how donations make a difference.

 **Email Signature Add-on** – A short TFB blurb with a tagline and donation link for easy integration into your email signature.

 **Sustainable Partner Directory** – A curated list of hotels, tour operators, and experiences that align with responsible travel principles.

 **Carbon Footprint Estimation and Offset Tool** – A resource to help advisors provide clients with trip carbon estimates and offset options.

 **Supplier Sustainability Policies** – Links to key supplier sustainability commitments to help advisors make informed choices.

 **Social Media Graphics** – Pre-made Instagram, LinkedIn, and Facebook posts encouraging donations.