

# Unpacking Donor Travel

*Insights from the Intersection of Educational Travel and Philanthropy*

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Donor Travel Consultant,  
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## You will leave this session with

- Insights into the current challenges, solutions, and successes in donors travel
- Examples, ideas, and advice from 4 colleagues working as planners and operators with Universities, NGOs, museums, and ZOOS
- Understanding of the role of donor travel in fundraising and donor relations

# Jennifer Bohac

Director of Outreach and Donor  
Programs,  
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# Emily Schulman

Chief Operating Officer,  
Iconic Adventures



**Matt  
Horst**

Donor Engagement  
Coordinator,  
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# Katherine Redington

Vice President of Social Impact  
Journeys and Business  
Development,  
Elevate Destinations



## Let's hear from you

1. How many of you are just *starting* (or restarting) donor travel programs?
2. How many of you are working on *growing* your program?
3. How many of you would consider your program to be more or less *mature*?



## Let's hear from you

Is your program housed in:

Development/Advancement

Donor Relations/ Donor Stewardship

Alumni Affairs

Other

## Group Activity

In pairs, spend 5 minutes discussing:

“What’s going well in your donor travel program?”

“What are the greatest challenges in your donor travel program?”

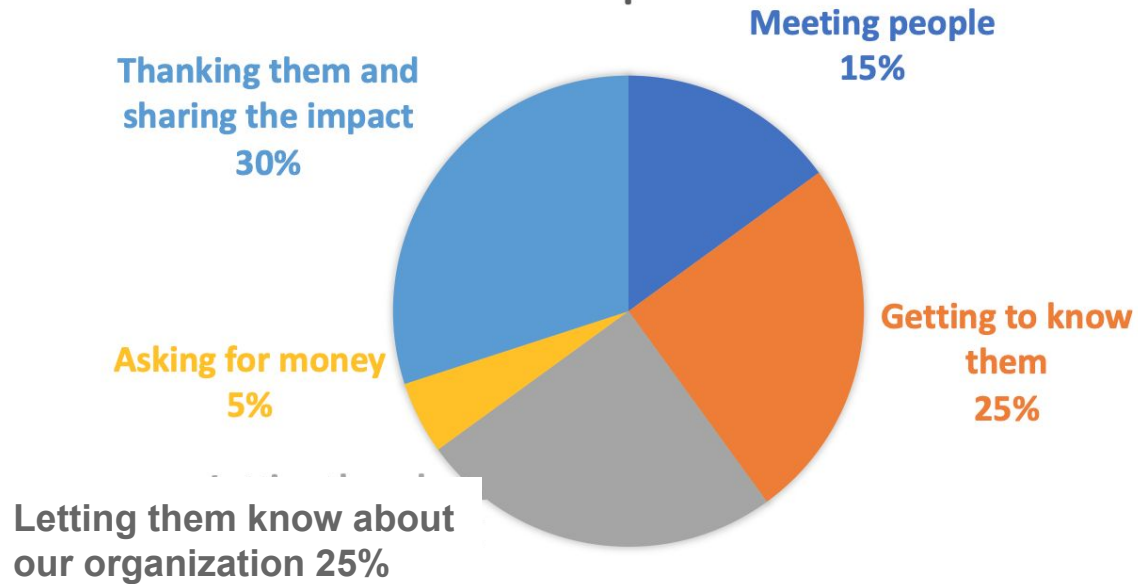
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# What people think fundraising is

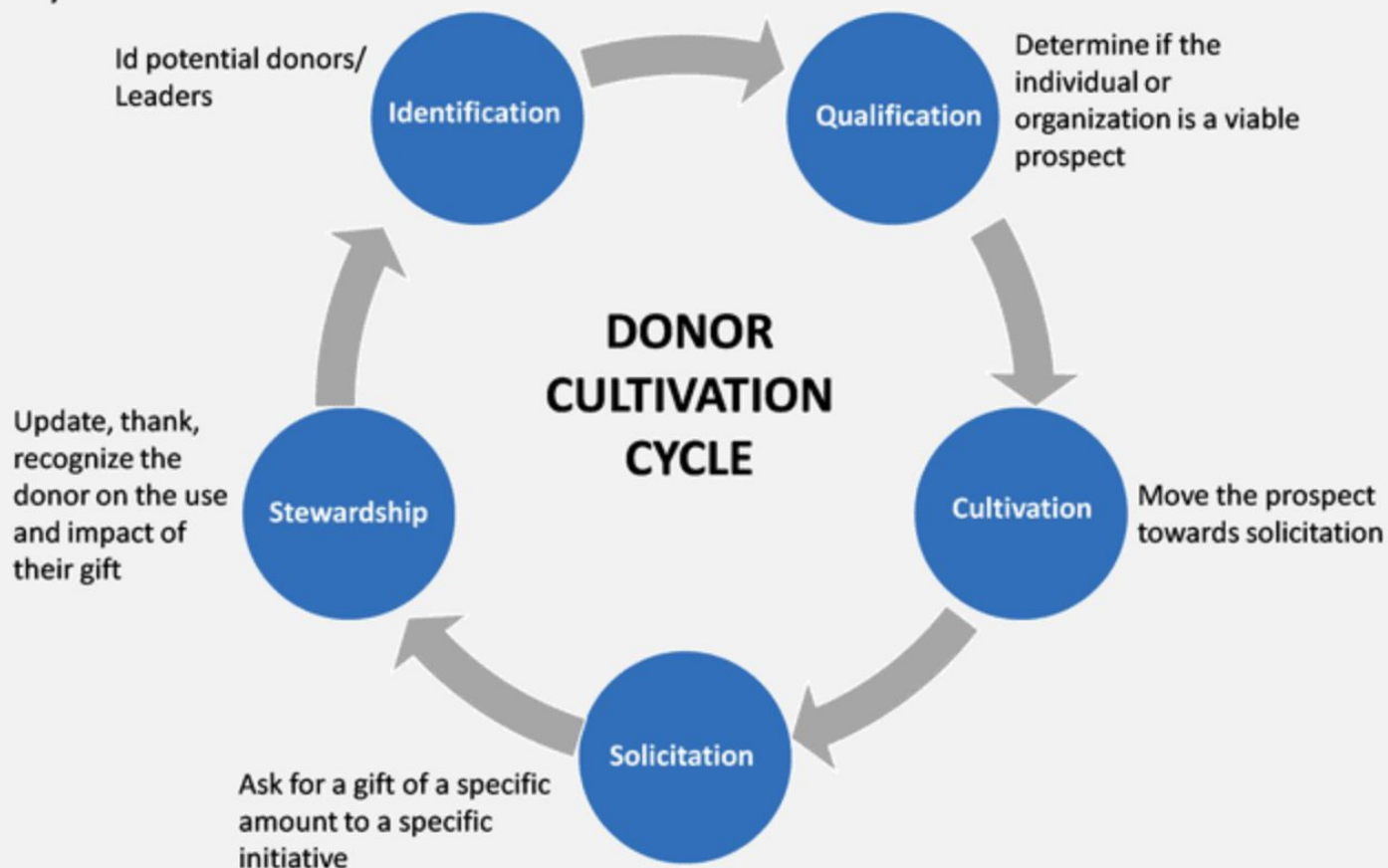


# What fundraising actually is

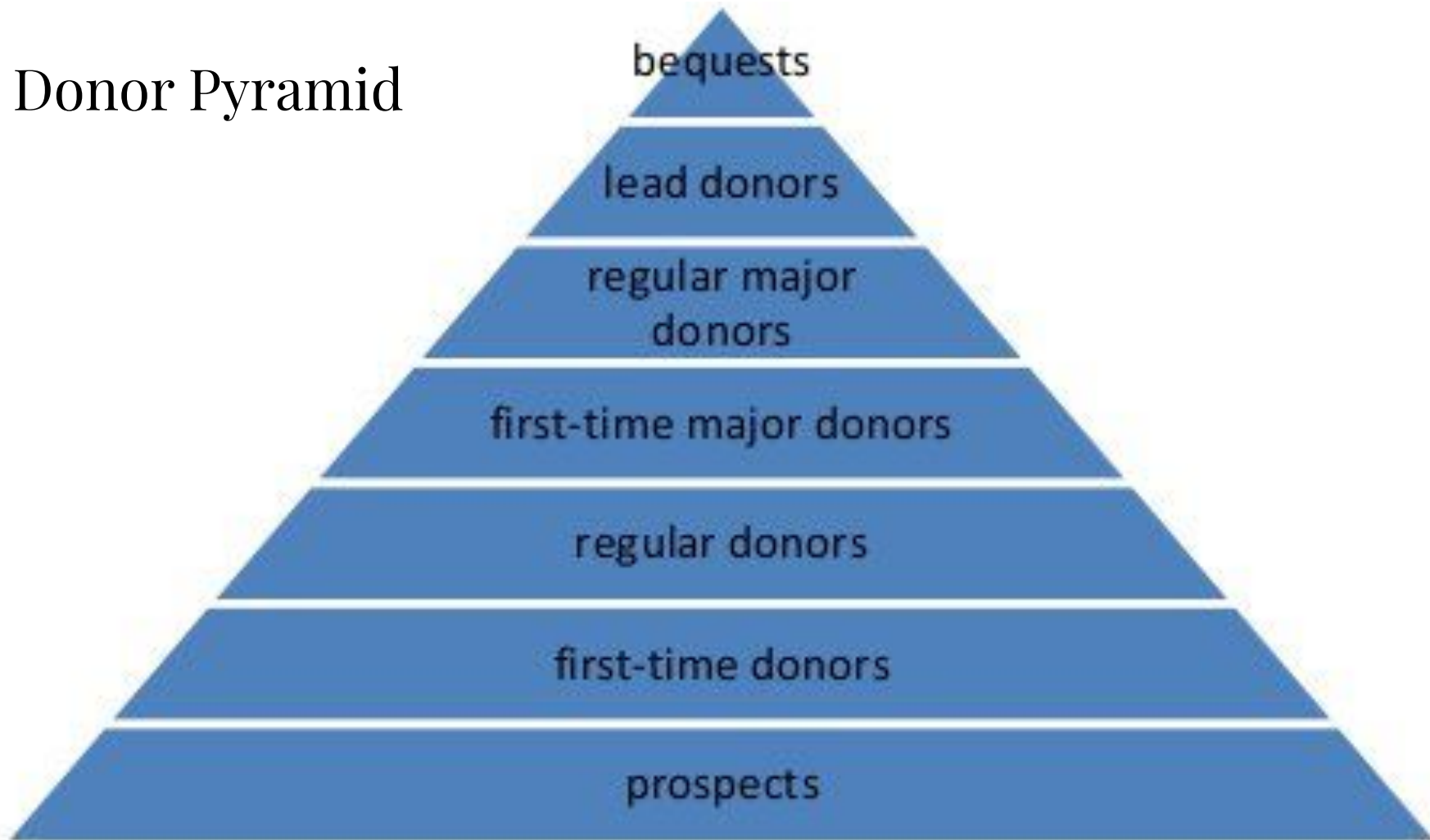


# DONOR CYCLE

Enter your sub headline here



# Donor Pyramid



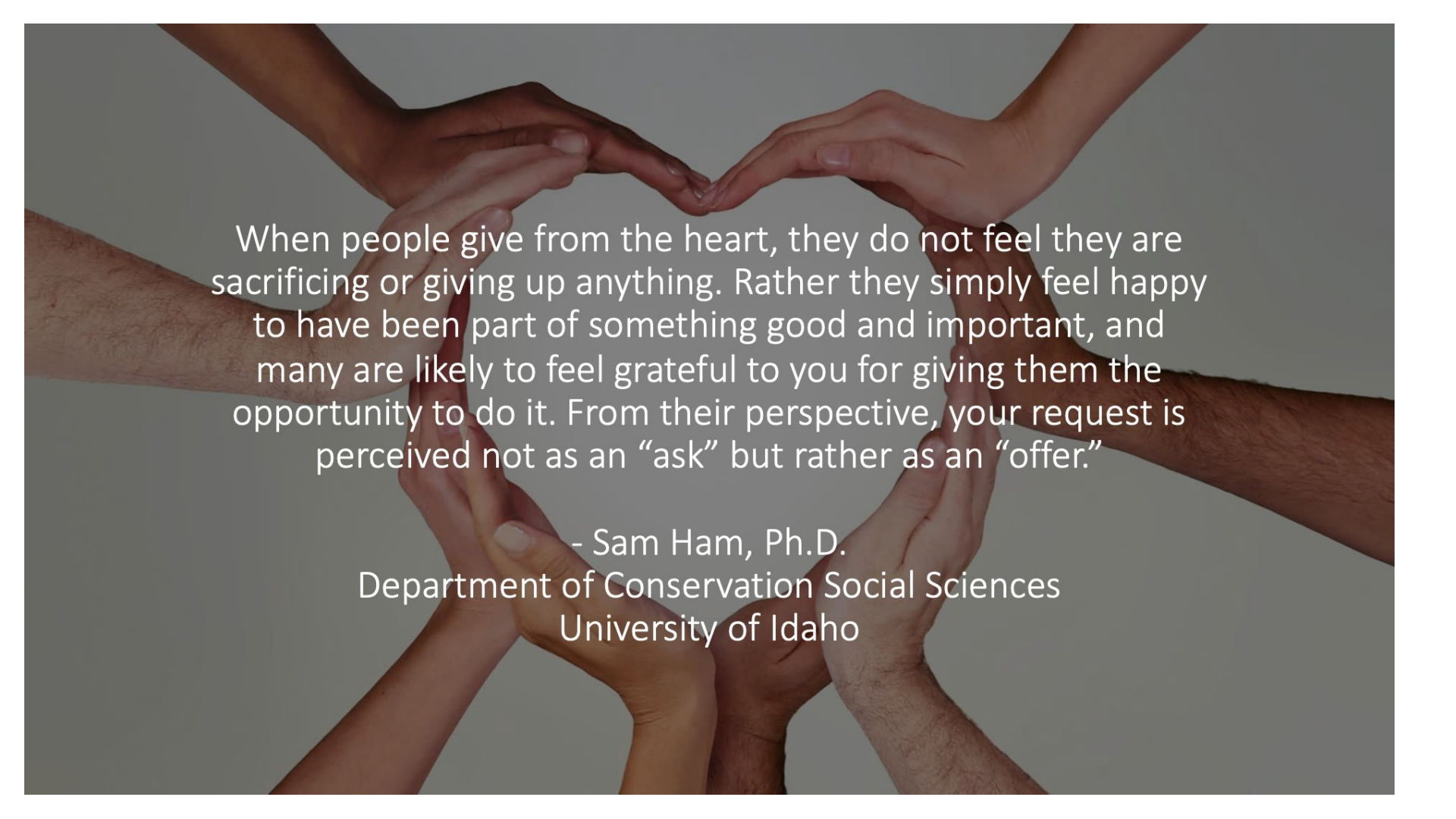
## 2 Main Goals

Keeping donors - “retention”

Getting new donors - “acquisition”

Donor retention is around 45%





When people give from the heart, they do not feel they are sacrificing or giving up anything. Rather they simply feel happy to have been part of something good and important, and many are likely to feel grateful to you for giving them the opportunity to do it. From their perspective, your request is perceived not as an “ask” but rather as an “offer.”

- Sam Ham, Ph.D.  
Department of Conservation Social Sciences  
University of Idaho