

Making it Happen:
A Group Encounter With
the Land of the Bible.



A Step by Step Guide



HOLY LAND VOYAGER
PASSIONATE ABOUT THE LAND OF THE BIBLE.

If you are considering a group trip to the Holy Land, this "how-to" guide is designed to provide you with both practical and useful suggestions to help you plan the perfect trip for your group.



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To register for a trip, for more information, complete itineraries and to view our brochure, visit: holylandvoyager.com • Call Toll Free: 888.811.2812

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ISRAEL OFFICE :: 19 Washington St., P.O. Box 71047 Jerusalem, Israel 91710

step 1: Making the Decision.

It's a great idea! Organizing and leading others on a trip to Israel, the land of the Bible, is one of the most rewarding and exhilarating experiences one can have. Not only are you personally able to experience unique encounters with God's Word and His Spirit in the very paths of Jesus, but you are able to provide that opportunity for others as well! With that in mind, perhaps now is the time to begin making it happen, both for you and for those you will lead.



SPEAK TO A TRAVEL ADVISOR 1.888.811.2812
FOR MORE INFORMATION VISIT HOLYLANDVOYAGER.COM

step 2: Creating a Buzz.

Remember: Enthusiasm and consistency are your best assets!

Generate interest in the trip by gathering a core group of interested members. The recruitment of members by other members is a powerful tool and your personal invitation to individuals is an effective draw.

Well designed brochures with photos, itinerary, costs, deadlines, and testimonials are a great way to recruit new members. These can be provided by your tour organizer (see section 4).

An enthusiastic ad in the weekly church bulletin or other communication is a consistent reminder of the trip.

Colorful poster displays in high traffic areas are visually motivating

Utilize the group email list to send ongoing reminders and details.

Include information about the trip during weekly announcements.

Leaders of your church or community can give a short, motivating talk about the trip.

An ad on your website with a link to more information makes it easy for members to investigate details on their own.

A manned information table after services or other events gives people a chance to share their excitement.

Offer a Holy Land trip information session in the home of the group leader for all members of the tour as well as those who might be interested and discuss the details of the trip.

Encourage those who have signed up to hand out brochures and talk to their friends about the trip.

Let the rest of the church/community know who has signed up for the trip – people attract people.

step 3: Planning Your Trip.

In order to plan a trip with highly personal impact, consider these questions before you set your itinerary. This information will help you during the planning stages of the trip.

- How long should the trip be?
- What dates will allow maximum participation?
- How can involving your core group in setting the date increase their ownership in getting the word out about the trip?
- What is your vision for your group's trip to the Holy Land and what kind of experiences do you want them to have on their journey?
- Do you want to include recreational and fun activities in your trip?
- Do you want to focus completely on the biblical sites or do you want to include connection to the people of the land as well?

Something to consider...

Because of our passion for the Land of the Bible as well as our desire to help you make the most of your time in Israel, we can offer suggestions to include in your custom itinerary. Just give us a call!



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step 4:

Working With Your Tour Organizer.

Start planning your trip early-ideally a year in advance. This provides your church/community with time to consider their participation and prepare both logistically and financially. As your travel partner we will handle the administrative tasks of planning your trip to the Holy Land, allowing you the time necessary to build excitement in your community for this unforgettable journey.

We will provide:

- A tentative itinerary based on a conversation we will have with you.
- Suggestions and insight into new and exciting programs.
- Thematically designed programs tailored for ultimate encounters with history, God's Word, and fresh revelation of His faithfulness both past and present.
- Promotional materials such as well designed brochures including detailed itineraries.
- A toll free number and email for a help desk. The help desk will provide answers to itinerary and technical questions and assist with registration.
- A dedicated web page for your trip on the Holy Land Voyager website.
- Online registration.
- Registration and collection of all monies.
- Responsibility for all aspects of your trip to the Holy Land. This includes everything from coordinating the details of the program to arranging convenient flights and accommodations that meet your specific needs.

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