**After you have a group leader, here are your next steps:**

**□ Step 1: Set Your Tour**

□ a) Pick an Itinerary and Date

□ b) Tell ETS you are ready to lead a group

Call: 1-800-929-4387

□ c) Extend invitations to other clergy or lay leaders to co-host the tour.

**□ Step 2: Order & Gather Promotional Materials**

a) Order Your Complimentary Brochures from ETS

- Customize the Title

- Put the price from your departure city/cities

- Add a picture of the leader

- Add a brief invitation message

b) Consider other Recruiting Tools:

- ETS can supply you with Posters, Bulletin Inserts, Videos and more for most tours

**□ Step 3: Announce & Promote**

a) Make a list of prospects:

- Bible Study Members - Teachers - Church members - Co-workers - Family & Friends

*Personal invitation remains the best method of promotion.*

b) Place bulletin inserts & make mention in church newsletters

c) Send news releases to local newspapers and church publications.

d) Place personalized posters in central church locations

e) Announce your trip on Facebook & other Social Media Outlets

□ Step 4: Schedule & Hold Introductory Information Meeting(s)

a) Announce an information meeting a couple weeks before the meeting date at Sunday

morning service, in bulletins and on the church website.

b) Encourage everyone to bring a friend.

*See the Information Meeting Agenda Below.*

a) Follow up with information meeting attendees in a timely manner

□ Step 5: Continue Promoting & Hold Group Gatherings

a) Get group members together for Bible Studies or pre-trip meetings

- Have group members invite others who may be interested

b) Hold additional information meetings if needed

c) Continue to follow up with interested but unregistered parties

d) Remind passengers of Payment Deadlines & Passports

e) Continue to invite through Church announcements, emails etc.

**Information Meeting Agenda**

It is advised that you have your group leader (Pastor or other) be at the interest meeting at least to open the meeting in prayer and to discuss the objectives and spiritual nature of the pilgrimage as described below:

* As people arrive, ask them to sign-in, listing their phone number and email address. Use this list for your follow-up efforts.
* Open the meeting with prayer.
* Welcome the group; discuss the objectives and spiritual nature of the journey.

Emphasize these benefits:

Educational

* Greater knowledge of the Bible
* Deeper knowledge of Jesus & his Ministry
* Better understanding of the Geography

Spiritual

* Greater appreciation of Scripture
* Enriched prayer life
* Enriched fellowship with leader & group

Personal

* Experience walking in Jesus’ footsteps
* Return with a renewed spirit
* Return with a deepened commitment to your church and community
* Show the promotional video.
* Hand out the brochures to review while you present your powerpoint presentation.
* Open the floor for personal testimonies; include your own testimony as well as others who have been to the Holy Land.
* Make sure to highlight the All Inclusive Pricing
* Take questions
* Collect registrations with deposits.
* End in Prayer