

2018 EAST COAST MARCH FOR LIFE

**STUDENT
PLANNING
GUIDE**



TABLE OF CONTENTS

Know Your Dates

4

Gain Interest

5-6

Travel Budget

7-8

Hotel & Food Budget

9

Fundraise

10

Sample Fundraising Letter

11

Map It Out

12-13

Metro Map

14

KNOW YOUR DATES

National March for Life

Date: Friday, January 19, 2018

Time: 12:00pm Rally, 1:00pm March begins

Location: National Mall, Washington DC

More information: <http://marchforlife.org/mfl-2018/>

Students for Life of America's East Coast National Conference

Date: Saturday, January 20, 2018

Location: FBC Glenarden Event Center (600 Watkins Park Drive, Upper Marlboro, MD)

Register to attend: www.SFLALive.org

The SFLA National Conference is the largest pro-life conference in the world. Register **now** so that you can be a part of a life-changing experience. Both students and adults are welcome to attend!

The Students for Life East Coast Conference is a one-day event that provides education, training, and opportunities for pro-life activists from across America with national leaders who know *just* how important this pro-life generation is to abolishing abortion in our lifetime.

- Get energized in your battle to protect the pre-born and their mothers.
- Learn how to be more effective with saving lives on your campus or in your community.
- Strategize with other pro-life activists from schools and communities across the United States.
- Hear from and meet national pro-life speakers and heroes.

GAIN INTEREST

Advertise

Advertise early to gain interest and to recruit as many people as possible to sign-up! Talk to your group about the trip early in the school year, and make announcements at every meeting to continue growing members' interest. Pass around a sign-up sheet to gain an idea of trip interest and follow-up with them promptly. Take time to reach out to other student groups and departments on campus. Consider specifically reaching out to like-minded student groups, campus ministries, and professors who might offer class credit for such as a trip.

Hold an Interest Meeting

Hold an interest meeting in September to tell everyone about the trip and why it's awesome! Try to have logistical questions answered beforehand so that everyone can have as much information as possible.

To get everyone focused and pumped up, start the meeting with a video like Students for Life's "Turn the Tide". Follow this link to watch it:
<https://www.youtube.com/watch?v=StS3nUpDNqC>

**Conference registration opens September 1, 2017!
Register your group ASAP since spots fill up quickly!**

Don't Stop Talking About It

Share SFLA's social media graphics about the SFLA National Conference and the March for Life with your group to build excitement and more interest throughout the Fall. Remember to regularly post flyers or announcements on campus message boards, and distribute handouts at your campus outreach events. Use your group's social media pages to post pictures or videos of your group members sharing why they will be attending, and challenge group members to share these testimonies on their personal accounts.

Host a SFLA Fundraising 101 Training

Schedule a SFLA Fundraising 101 training with your Regional Coordinator and invite any interested trip members to attend. Oftentimes, the financial cost of the trip can discourage students from attending. This training will help your members overcome these financial obstacles with practical tips and tricks.

TRAVEL BUDGET

SFLA Conference Registration Cost (\$45 per person)

$$\$45 \times \text{_____ attendees} = \$ \text{_____}$$

Travel Cost (Flight / Vehicle Mileage / Bus)

Flight

If your group is flying to attend the March for Life and Conference, find an average cost for flights by going to a website like Expedia.com or Kayak.com. The best airport to fly into is Ronald Reagan International (DCA) as public transportation is most convenient from this airport. However, Baltimore-Washington Airport (BWI) also has public transportation, despite it being more cumbersome to navigate.

$$\$ \text{_____ Average Flight Cost} \times \text{_____ attendees} = \$ \text{_____}$$

Vehicle Mileage

To figure out the cost of driving to the March for Life and SFLA Conference, visit Fuel Economy for a calculation on your trip cost: <https://www.fueleconomy.gov/trip/#?> This website maps out your trip and accounts for the average cost of gas along your route.

Write the trip cost below.

$$\text{Mileage Cost} = \$ \text{_____}$$

Vehicle Mileage Calculator

Use the vehicle mileage trip calculator here:

http://www.wmata.com/rider_tools/tripplanner/tripplanner_form_solo.cfm

$$\$ \text{_____ Cost for Local Travel} \times \text{_____ Attendees} = \$ \text{_____}$$

Bus

To figure out a bus trip's cost, we recommend reaching out to two companies we have worked with in the past. They can map out your trip and provide the price for the entire trip, including the cost per attendee.

Mention Students for Life of America when you reach out to them!

Champion Coach

Phone: 1-800-583-7668

Email:

charter@championcoach.com

Corporate Travel Service

Toll-Free: 800-727-1999

Contact Form:

<http://www.ctscentral.net/cti-main/contact/>

Total Bus Cost = \$_____

HOTEL & FOOD BUDGET

Hotel Cost

Most hotel rooms can hold four people, and some can hold five with a rollaway bed. Depending on the size of your group, you may be eligible for a group discount at a hotel. Below is an average cost estimator. To save money on accommodations, contact your SFLA Regional Coordinator for help finding a host home within the DC area.

\$150 hotel per night x _____ # of Rooms x _____ # of Nights = \$_____

Food Cost

Calculate an estimate amount for the cost of food per traveler.

\$10 per meal x _____ meals = \$_____

Total Trip Cost

Once all the expense items are filled in, add them together to determine the overall cost for the trip. This is the number you will need to use when reaching out to adult supporters like alumni, Knights of Columbus, or your local Diocese to ask for help with funding. Round numbers up to create an emergency buffer for your trip.

Registration	\$_____
Travel	\$_____
Hotel	\$_____
Local Travel	\$_____
Food	\$_____

Total Trip Cost \$_____

FUNDRAISE

School Fundraising

Some schools will give recognized student organizations funds for trips and conferences. Talk to your Student Government Association or your administration to find out how to apply for funds.

Some schools will not sponsor a trip to the March for Life but will sponsor the SFLA National Conference since it is considered educational.

Find out what forms you need to submit, when they are due, and what kinds of trips or events are typically funded by your school. This will help you to obtain a good idea of what to put on your application (i.e. The whole trip, the March for Life, and the SFLA National Conference).

Group Fundraising

While you may receive funding from your school, it may not be enough to pay for the entire trip. To offset costs, plan group fundraising activities. Fill in the provided budget sheet and start brainstorming fundraising ideas.

At some schools, you may need to get fundraising event ideas approved. Here are a few ideas to get your fundraising creativity flowing:

- Host a Krispy Kreme Fundraiser
- Organize a dress down day (where each dressed down student pays \$1-3)
- Hold a holiday raffle with great prizes
- Directly ask local churches or Knights of Columbus groups to support your group's trip

SFLA Fundraising 101 Training

To assist Students for Life groups in creating a personalized fundraising plan, and provide one-on-one support throughout the March for Life planning process, your group can hold a fundraising training with your SFLA Regional Coordinator. Contact your Regional Coordinator to request a free Fundraising 101 training or email info@studentsforlife.org.

SAMPLE LETTER

DATE

Dear **Name**,

I cannot tell you how excited I am to be a part of the Students for Life group at **Generic University!** Our mission is to further create a culture of life on our campus, where students are the target of the abortion industry.

So far, we have **recruited new members, received an apologetics training from our Regional Coordinator, and participated in the National Pro-Life Chalk Day. We will be bringing the SFLA Fall Campus Tour to Generic University this semester.** We are so excited to see hearts and minds changed on our campus!

This January, our Students for Life group would like to attend the March for Life and the Students for Life of America National Conference **but we need your help. Can you send a gift of \$100, \$50, or \$25 today?** Your gift will enable me to raise the money I need to attend the March for Life and National Conference.

Attending the March for Life and National Conference will further strengthen and encourage all of us as a team to stand up strong, with courage and boldness, to abolish abortion!

Our university does not give our group enough funding to completely cover the cost for us to go on this trip. While we can give of ourselves by reaching our campus with this life-saving mission, you can “go” with us by joining our support team!

Every social movement in U.S history has relied on the passion, idealism, and courage of young people. To end abortion in our nation, we must equip ourselves to further accomplish this mission together.

I hope that you will “go” with me to the March for Life and on our campus at Generic University.

Thank you for considering joining my support team!

For Life,

Name/Signature
President
Students for Life at Generic University

MAP IT OUT

If you are driving or considering chartering a bus, reach out to other Students for Life groups in your state. You may be able to get a group big enough to secure a charter bus, a 12-passenger van, or even to fill a car.

If You Are Driving

Use Google Maps to get an accurate idea of how long it will take to reach Washington, D.C. Plug in your departure address to the National Mall, Washington, D.C. to find out how many hours it will take to get there. For your return trip, use the address of the conference venue to map to your return location.

Driving hours to Washington, D.C. _____

Driving hours for return home _____

Use the number of driving hours with 60-90 minutes of time padded in for stops, refuels, traffic, etc. to figure out what day and at what time you will need to *depart* and then *return*.

Date & time of departure to Washington, D.C. _____

Date & time of return Home _____

If You Are Chartering a Bus

If you are chartering a bus, contact a bus company right away for quotes. Provide the dates and locations to obtain a quote. Most bus companies require a minimum of 40 paying passengers on a 52-passenger bus, and some will arrange for accommodations as a part of the trip.

Two great companies we have worked with include:

- Champion Coach <http://www.championcoach.com/>
- Corporate Travel <http://www.ctscentral.net/>

Several Right to Life affiliates in your state and many of the Catholic Diocese charter busses and open-up seating to students. **Before you sign a contract for a bus, reach out to see if you can join a bus trip that is already chartered.**

If your school has a bus that is made available to student groups, talk to your administration as early as possible to find out the process for obtaining a bus. High schools may require an approval process through their Board of Directors, and will have both permission slip and chaperone requirements.

MAP IT OUT

If You Are Flying

Remember, the easiest airport to fly into for the March for Life and the SFLA National Conference is Ronald Reagan International Airport (DCA). You may have to fly in on Thursday and pay for an extra night in a hotel with the higher average costs of flights on a Friday.

Best dates and times of departure to Washington, D.C. _____

Best dates and times of return home _____

Consider Location

Find a central location to stay, one with parking available, during the entire trip. Determine a location that is easy to find with simple access to the DC Metro. Once you decide on a location, make it your departure and return Location.

If you are driving, please note that oftentimes universities and churches can facilitate short-term parking. This will be especially important if you are carpooling or chartering a bus.

Local Departure/ Return Location (address) _____

Accommodations (hotel or host during stay) _____

Check out our Conference FAQs page for suggestions: <http://sflalive.org/home/faq/>

Address of March for Life: National Mall, Washington DC 20372

Address of Conference Venue: 600 Watkins Park Drive, Upper Marlboro, MD 20774

METRO MAP

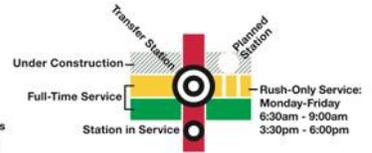
Download the DC Metro App - available for free in your app store.



wmata.com
Customer Information Service: 202-637-7000
TTY Phone: 202-638-3780

- Legend**
- **RD** Red Line • Glenmont to Shady Grove
 - **OR** Orange Line • New Carrollton to Vienna
 - **BL** Blue Line • Franconia-Springfield to Largo Town Center
 - **GR** Green Line • Branch Ave to Greenbelt
 - **YL** Yellow Line • Huntington to Fort Totten
 - **SV** Silver Line • Future Dulles Corridor Line

- Station Features**
- Bus to Airport
 - Parking
 - Hospital
 - Airport
- Connecting Rail Systems**
- Amtrak
 - VRE
 - MARC



MetroRail Operating Times

- Mon-Thu**
5am-midnight
- Fri**
5am-3am
- Sat**
7am-3am
- Sun**
7am-midnight

Times are approximate; check station kiosks or online for exact times.

Metro is accessible.

- No Smoking
- No Eating or Drinking
- No Animals (except service animals)
- No Audio (without earphones)
- No Littering or Spitting
- No Dangerous or Flammable Items