

2017 WEST COAST WALK FOR LIFE

**STUDENT
PLANNING
GUIDE**



TABLE OF CONTENTS

Know Your Dates

3

Gain Interest

4

Travel Budget

5

Accommodations Budget

6

Fundraise

7

Sample Fundraising Letter

8

Map it out

9-10

Metro Map

11

KNOW YOUR DATES

SFLA National Conference West Coast

Date: Sunday, January 22, 2017

Location: St. Mary's Event Center, 1111 Gough St, San Francisco, CA 94109

Register to attend: www.SFLALive.org

The SFLA National Conference is the largest pro-life conference in the world. Make sure you register NOW so that you can be a part of a life-changing experience. Please know, both students and adults are welcome to attend!

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

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

West Coast Walk for Life

Date: Saturday January 21, 2017

Time: 12:30pm Rally, 1:30pm March begins

Location: Civic Center Plaza, San Francisco, CA

More information: <http://www.walkforlifewc.com/>

GAIN INTEREST

Advertise

To gain interest and sign ups you will need to advertise early! Talk to your group about the trip early on and make announcements at every meeting to keep interest. Pass around a sign up sheet to get a rough headcount of trip interest, and follow up with them.

Hold an Interest Meeting

Hold an interest meeting in September to tell everyone about the trip and why it's awesome. Make sure to have as many logistics questions answered above so that everyone can have as much info as possible.

To get everyone focused and pumped up, start the meeting with a video like Student's for Life's "Turn the Tide" video. Follow this link to watch it:

<https://www.youtube.com/watch?v=StS3nUpDNqc>

Conference registration opens September 1, 2016, be sure to register your group asap as spots fill up fast!

Don't stop talking about it

Share SFLA's social media graphics about the SFLA National Conference and the Walk for Life with your group to keep their excitement and build more interest throughout the Fall.

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, but 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, go to a website like Expedia.com or Kayak.com. The best airport to fly into is Ronald Reagan International (DCA) as public transportation is the most convenient from this airport. However, Baltimore-Washington Airport (BWI) also has public transportation, it is just more cumbersome to navigate.

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

Vehicle Mileage

To figure out the cost of driving to the West Coast Walk for Life and SFLA conference, visit this helpful website 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. Enter the trip cost below.

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

Vehicle Mileage Calculator

Use the 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 get you the price for the entire trip and cost per attendee. **Make sure to 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/>

$$\text{Total Bus Cost} = \$\text{_____}$$

HOTEL & FOOD BUDGET

Hotel Cost.

Most hotel rooms can hold 4 people and some can hold 5 with a roll away bed. Depending on the size of your group you may be able to get a group discount at a hotel. Below is an average cost estimator. The Walk for Life provides a list of suggested hotels here:

<http://www.walkforlifewc.com/event-info/accommodations/>

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

To save money on accommodations, contact your Regional Coordinator for help finding a host home to stay within the San Francisco area.

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 get 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. It is a good idea to 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 organization 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 as 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 get a good idea of what to put on your application, the whole trip, the March for Life, and the SFLA National Conference.

Group Fundraising

While you may get funding from your school, it may not be enough to pay for the entire trip. In order to offset costs you may need to plan group fundraising activities. Fill in the above budget and start brainstorming fundraising ideas.

At some schools you may need to get these 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

For student groups who sign the SFLA Licensing Agreement SFLA offers online fundraising pages where donations to your group are tax deductible. There are no processing fees and the online webpage is easy to personalize.

Contact your Regional Coordinator to ask about the SFLA Licensing Agreement or email info@studentsforlife.org

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 club at **Generic University!** Our mission is to further create a culture of life on our campus where college age women are the target of the abortion industry.

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

This January, our Students for Life club would like to attend the Walk 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 Walk for Life and National conference will further strengthen and encourage all of us as a team to stand up strong with courage and boldness as we finish out the school year!

Our University does not give our club enough funding to completely cover the cost for us to go on this trip. While we are able to 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 as college students to further accomplish this mission together.

I hope that you will “go” with me to the Walk 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 San Francisco, CA. Plug in your Departure Address to Civic Center Plaza, San Francisco. 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 San Francisco _____

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 San Francisco _____

Date & Time of Return Home _____

If you are charting a bus

If you are charting a bus you need to contact a bus company right away for quotes. They will need to know the dates and locations to get you 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 to chart buses are:

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

Several state Right to Life affiliates 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

Use a flight search engine like www.Kayak.com or www.Expedia.com to get an idea on flight costs. Remember the easiest airport to fly into for the March for Life and the SFLA National Conference is San Francisco International (SFO). 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.

Average cost of flight: \$ _____

Best dates and times of Departure to San Francisco _____

Best dates and times of Return home _____

Consider Location

Find a central location to stay, one with parking available, during the entire trip if possible. You will want a location that is easy to find with easy 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: Civic Center Plaza, San Francisco, CA

Address of Conference venue: 1111 Gough St, San Francisco CA, 94109

METRO MAP

Download the San Francisco Bart App, available for free in your app store. Be sure to visit the BART website for information on tickets: <https://www.bart.gov/tickets/calculator>

