

## Website Content

Company: Rustic Pathways

Planning Sheet:

- PR Situation: To show both parents and teens what they can gain when travelling and going on a rustic trip.
- Key Publics: Teenagers age 14-18 interested in travelling and service. Another key public is parents whose children want to go on a trip.
- Core News/Message: To show the benefits of traveling on a Rustic trip. This message will be shown on the first page of the website.
- Tone: The tone should be exciting and encouraging.

Draft:

*What is Rustic Pathways?*

Rustic Pathways gives teens and young adults the opportunity to travel and serve others responsibly. From skydiving in Australia to serving at an elephant sanctuary in Thailand, there's something for everyone.

*Why travel?*

Travel provides students with the opportunity to experience other cultures first hand. When you return from a Rustic Pathways trip, you return with so much more than memories!

*Check out this video to learn more about the importance of travel:*

<https://www.youtube.com/watch?v=MZT1nR-7DUA>

*How to start:*

Explore all of our [programs](#) and see which one is right for you! Then, reserve your spot on the trip and fill out our quick application. It's that easy!

*Have Questions?*

Want to learn more? Email us at [rustic@rusticpathways.com](mailto:rustic@rusticpathways.com) or call us at 800-321-4353 (if outside the US please call +1 440-975-9691). Follow us on Instagram and Twitter @RusticPathways.

## Social Media Posts

Facebook:

Post #1:



Title: Connections that Span the Ocean

Text: Travel with Rustic Pathways next summer and make lasting connections all over the world. Rustic provides endless opportunities for lifelong friendships! Sign up for a program to become one step closer to meeting your forever friends. <https://rusticpathways.com/students/programs>

Post #2:

<https://www.youtube.com/watch?v=YAnqTrVXS2Y>

Title: What is Rustic Pathways?

Text: Rustic Pathways is a community service and adventure travel program for high school students. When you sign up for a Rustic Pathways program you are signing up for once in a lifetime memories, lifelong friendships and connections that span all over the globe. Rustic

programs offer students the ability to see the world while travelling responsibly and respectfully. Programs are offered on nearly every continent and include a mix of adventure and service. Rustic Pathways programs include something for everyone: whether you want to camp in the Outback or study biodiversity in the Galapagos Islands, there's something for you. For more information check out <https://rusticpathways.com/students/programs> or email us at [rustic@rusticpathways.com](mailto:rustic@rusticpathways.com)! Want more pictures from real students? Follow @rusticpathways on Instagram!

Post #3:

<https://www.youtube.com/watch?v=9-U8u6p004c>

Title: To Travel is to...

Text: *Make friends. Help the world. Learn about other cultures.* Travelling means different things to different people. At Rustic, we believe that *to travel is to enrich your life and the lives of others*. Travelling is so important for teenagers and young adults because it provides students with an education that a classroom cannot. Travelling allows students to evaluate themselves, their lives and their role in society. An author for The Atlantic wrote “[Travelling] didn’t only teach me to appreciate what I had; they also moved me to consider why I had it in the first place.” Travel gives students the ability to be introspective and to truly consider the world around them. Read more of The Atlantic’s article here:

[https://www.theatlantic.com/education/archive/2014/12/traveling-offers-lessons-that-us-schools-fail-to-provide/383090/?fbclid=IwAR1dUkKQswZvYYcOL-VT1Xhd2puoC8Ka4TUflD17J\\_RQz0YxLAKxvdl4udg](https://www.theatlantic.com/education/archive/2014/12/traveling-offers-lessons-that-us-schools-fail-to-provide/383090/?fbclid=IwAR1dUkKQswZvYYcOL-VT1Xhd2puoC8Ka4TUflD17J_RQz0YxLAKxvdl4udg)

Twitter Posts:

Tweet #1:

Sea you real soon 🌊

2021 DATES OUT NOW: <https://rusticpathways.com/students/programs>



Tweet #2:

We support the Black Lives Matter movement's goal for equality and aim to make sure every student and staff member feels respected. For more information on our stance and how to become an ally, please visit this link:

<https://rusticpathways.com/inside-rustic/online-magazine/rustics-guide-to-being-anti-racist>

Tweet #3:

Eye emojis

<https://twitter.com/nytimestravel/status/1305321621129957377>

Other Social Media Post:

App: TikTok

Why:

High School students are Rustic Pathways' primary audience. TikTok is one of the biggest social media platforms currently and can easily reach our key publics.

About Video:

- Start off by saying "In high school? Have your summer look like this."
- Include montage of Rustic Pathways images and videos
- Write at end: Sign up for a Rustic Pathways Program, link in bio. Follow Rustic Pathways on Instagram and Twitter @RusticPathways

## PR Writing Feature

### *The World is Your Oyster Office*

By Charlotte Maracina

Imagine travelling the globe, volunteering worldwide, and being CEO of a leading global teen adventure and service company all before the age of 40. Chris Stakich, CEO of Rustic Pathways, made this his reality. Stakich's story dates all the way back to high school. His passion for travel began senior year on a trip to the Dominican Republic.

Stakich describes his trip as a "disaster." The destination had no supervision, workers or supplies. Stakich wondered if they knew his group was coming and found himself thinking, "What a waste...here's 20 of us willing to work hard."

While his passion for travel started in high school, his work with Rustic Pathways didn't start until after graduating college. Following his graduation from Harvard University where he followed an investment banking track, Stakich chose to take a year off and travel.

His motivation for this post-graduation travel resulted from a lesson he learned from his time abroad in Australia. When abroad, Stakich noticed Australian's "work to live" way of life as opposed to American's "live to work" way of life. This other way of life forced Stakich to reevaluate his future.

A lack of income proved to be a barrier to travelling for a year. A google search for 'high school community service exotic destination' unearthed a small service company called Rustic Pathways. Stakich wrote a 3-page letter to the CEO explaining why he'd like to work with them. The rest is history.

Stakich went on to help mold the Costa Rica programs that Rustic was in the process of designing. He worked his way up: he became a program leader, worked in sales, then, as the Business Development Director, and eventually as the Chief Operating Officer which led him to his current role as CEO.

In addition to his responsibilities with Rustic, Stakich sits on the board of several other teen travel and service companies such as Thinking Beyond Borders, Global Service Year, and Thrival Academies. His dedication to fulfilling his mission "to create a world where travel is an essential part of every education" remains undying.

So, how does one person manage several companies while helping raise a family? Most importantly, how can someone else follow this path? Maintaining a rigid schedule, Stakich notes, is the most important part of time management.

"[I] only commit to something if I can be 100% in. If it aligns with something I'm really trying to achieve on this planet...I want to try to help push the world forward in a way that I believe in," Stakich said.

Stakich urges everyone to work hard and remain flexible when applying for jobs. With an open mind and an open Google tab, you may just end up as CEO.

## OP-ED

### ***Lessons from Beyond the Classroom***

How could I describe something indescribable? How would I condense three weeks of adventure, laughter, service and friends into anything more than "life-changing?"

For me, and so many others who studied abroad during high school or college, those two questions shaped experiences that broadened our horizons and helped us hone our ideas of who we are and what we bring to the world. As a result, I advocate everyone study abroad.

My time spent abroad in Fiji in 2017 changed everything I thought I knew about myself. I was fortunate enough to discover a true passion of mine: travel. Going abroad before my junior year of high school granted me more perspective on potential careers and colleges I wanted to pursue.

Experiencing other cultures, as well as learning about them in depth, fosters more meaningful conversations upon returning home. After witnessing the basic yet fulfilling lifestyle of the Fijian people, my thoughts and actions, as they relate to my needs versus my wants, are significantly challenged. Discussions surrounding social issues of the impoverished and the responsibility we all have to reach out to others without imposing our own way of life is ongoing.

The ability to not only learn about but to experience different cultures first hand is the most popular reason as to why students choose to study abroad. According to "A 2019 survey by the National Association of Colleges and Employers indicates that the primary reason students seek out a study abroad experience is to experience a different culture" (Moody 2019).

Furthermore, studying abroad has proven to give students a step up when applying to jobs. A survey conducted by the Institute of International Education states that 78% of participants stated that they discussed study abroad in a job interview (Moody 2019).

Studying abroad allows students to learn how to interact with those of a different culture and background than themselves. *The New York Times* puts it perfectly, "[Studying abroad] teaches students to appreciate difference and diversity firsthand, and enables them to recognize — and then dismiss — stereotypes they may have held about people they had never met" (Berdan & Goodman 2014).

Especially in today's climate, with the rising of the Black Lives Matter movement and a higher focus on diversity, breaking stereotypes and learning how to treat all people with respect is essential. These skills learned abroad are easily transferable into both the academic and professional worlds.

Studying abroad provides lifelong impacts that a student may not even realize until later. It is never too early to start travelling, whether it be simply exploring surrounding towns or going all the way to the Fijian Highlands. No matter where you go or what you do, you will become a better person because of it.

Sources:

<https://www.usnews.com/education/best-colleges/articles/2019-03-22/3-benefits-of-studying-abroad>

<https://www.nytimes.com/roomfordebate/2013/10/17/should-more-americans-study-abroad/why-student-should-study-abroad#:~:text=Making%20study%20abroad%20a%20part.language%2C%20environment%20and%20education%20system>

## Newsletter

I will be writing a Newsletter for Rustic Pathways. This will be a weekly digital newsletter that will be sent via email. Rustic Pathways already has a ton of brochures explaining who they are so I think a newsletter will be a nice change of pace. This will be an interest subscription newsletter. Each week there will be a different quote, travel news fact, country, and travel tip.

*Good Morning, Amber!*

*10/19/2020*

*“Twenty years from now you will be more disappointed by the things you didn’t do than by the ones you did do. So throw off the boat lines, sail away from the safe harbour. Catch the trade winds in your sails.*

*Explore. Dream. Discover.”*

- *Mark Twain*

## This Week in Travel News:

- As we approach the holidays, **is it safe to travel?**

Short answer: **YES!** Long answer: It is safe to travel as long as you follow all of the safety protocols set in place by different airlines. Wear a mask throughout your *whole* trip, wipe your seat down before sitting on it, and keep your hands to yourself! For more information on how to be safe and what method of transportation to use while travelling, check out this [Seattle Times Article](#)!

## Country of the Week:

### **MOROCCO**

#### **Fast Facts:**

- The Capital City is Rabat



- Morocco's official currency is the Dirham
- In Arabic Morocco means "The place where the sun sets"
- Islam is the official religion of Morocco



*The official flag of Morocco*

WANT TO EXPLORE MOROCCO?

CHECK OUT RUSTIC PATHWAYS' PROGRAMS:

➤ *Atlas Mountains Service*

*Community service and adventure  
in the mountains of central Morocco.*

*Cost: \$3995 + Airfare*

*Duration: 16 Days*

*Ages: 16-18*

➤ *Moroccan Wanderer\**

*Across the mighty desert, over the mountains,  
and into the sea.*

*Cost: \$5495 + Airfare*

*Duration: 16 Days*

*Ages: 16-18*

*\*also offered as a [college program](#) for ages 18-22*

Read [Lonely Planet's Morocco Travel Guide](#) for more background and travel tips!

## **From the Desk of the CEO:**

*Travel Tip of the Week:*

“If you’re travelling in the developing world, eat and stay at local places. Try the local cuisine. Ensure that you’re investing as much of your money as locally as possible.”

- Chris Stakich, CEO of Rustic Pathways

Thanks for reading! Next week’s country: *Tanzania*.

**Follow Rustic on IG, Twitter, and Facebook:**

**@RusticPathways**

**Rustic Pathways™**

## Donor Appeal Email:

Hey Olivia!

We hope you had an amazing time on your Sun, Sand, and Service trip to Fiji. During your trip you:

Completed 60 hours of Community Service

Helped finish building the Momi Bay School [insert picture]

Served over 15 meals at the Women and Children's Home

...and so much more!

That's amazing! *But, your help doesn't have to stop there. Sign up to be an Impact Ambassador!*

### ***What does an Impact Ambassador do?***

- Work by yourself or with friends to help fundraise money for the Rustic Pathways Foundation
  - Coordinate fundraising events for the Rustic Pathways Foundation
  - Promote new projects for the Rustic Pathways Foundation on social media

As an Impact Ambassador you play an integral role in helping the Rustic Pathways Foundation achieve our goal of completing several service projects abroad. For a full list of all the projects you'd be helping us complete, check out the [Rustic Pathways Foundation's Website.](#)

Need more reasons why you should become an Impact Ambassador? Here's just a few:

- Help make a **HUGE** difference abroad
- Gain leadership and fundraising experience
  - Continue to earn service hours
- Be entered into our monthly raffles where you can win **FREE** Rustic Pathways Gear

So, **how do you start?** Well, it's pretty easy.

**Step 1:** Explore all of [our projects](#) and choose which interests you the most

**Step 2:** Create a Fundraising Page

**Step 3:** Start Fundraising! Whether you raise \$5 or \$500,

every dollar goes a long way.

Don't know where to start? We've got you. Check out our [Fundraising Tool Kit](#) for different fundraising ideas, tips, and tricks. You can also join our Impact Ambassador Facebook page to stay connected with all the other ambassadors!

For more information on how to become an Impact Ambassador and what it entails, take a look at [The Rustic Pathways Foundation](#) website. Still have more questions? No worries. Email us at [foundation@rusticpathways.org](mailto:foundation@rusticpathways.org).

Thank you again for your help in Fiji. **We hope you take advantage of this unique opportunity to continue helping those across the Globe!**