



*Stemina*  
Beauty Products and Cosmetics

**WELCOME TO THE TEAM!**

# Ambassador Guidebook

**ROAD SCHOLAR<sup>®</sup>**

UPDATED APRIL 2026

# Handy Links

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## POWERPOINT PRESENTATION

Please download the [PowerPoint](#) before every new presentation, as changes are made regularly to the template. To download the slideshow to your computer as a PowerPoint, click the hyperlink, then click “File” and “Download” and choose “Microsoft PowerPoint.”

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## NEW AMBASSADOR EVENT FORM

Complete this [online form](#) as soon as you have confirmed the details of a new upcoming presentation or event. This form is required to receive credit for your presentation.

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## ADVERTISING FLIER

Fill out and print this [flier](#) to post around town to advertise your upcoming presentation, or share it with your host organization and ask them to post it at their venue.

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## ROAD SCHOLAR DIFFERENCE HANDOUT

This [handout](#) covers the basics of Road Scholar. You can download this to hand out at your presentation or share it with your host organization to print and share.

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## DYNAMIC FAQs

[Roadscholar.org/about/ambassadors/faqs/](https://Roadscholar.org/about/ambassadors/faqs/)

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## PRESENTATION THANK-YOU TEMPLATE

Be sure to send a “thank you” to your host organization after your presentation.

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# Welcome to Road Scholar

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## Dear Road Scholar Ambassador,

Thank you so much for volunteering to serve as a Road Scholar representative in your community! You play an integral part in the continued growth and success of Road Scholar by enthusiastically sharing your Road Scholar experiences with others. As a not-for-profit organization, our most effective outreach has always come from participants telling their friends about Road Scholar, and you lead the way by introducing thousands of newcomers to Road Scholar each year.

To recognize all your efforts to spread the good word about Road Scholar and our learning adventures, Ambassadors receive rewards for their time commitments. The Ambassador Benefits Plan is fully outlined in this guidebook.

In addition to making presentations about your Road Scholar experiences to local groups — libraries, retirement communities, affinity groups, etc. — we may also ask you to field media requests and to act as our liaison at outreach events, fairs and conferences in your community.



We want to make your time as a Road Scholar Ambassador as easy, rewarding and enjoyable as possible. Leading this effort is Emily Vinson, Senior Event Specialist. I know you'll enjoy working with Emily!

Since 1975, we at Road Scholar have worked hard to provide educational programs of exceptional value that are extraordinarily creative and stimulating. Think of us as a university of the world. Thank you for your dedication to our mission to inspire adults to learn, discover and travel.

Very truly yours,



**James Moses**  
Road Scholar President

# Meet the Ambassador Team

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**Dear Road Scholar Ambassador,**

My name is Emily Vinson and I'm excited to lead the Ambassador Team in my role as Senior Event Specialist.

A little about me:

I joined the Road Scholar Communications team in 2023 and, in addition to managing the Ambassador Program, lead Road Scholar's event strategy.

I have a B.A. in journalism and an M.A. in strategic communication management. I love connecting with others and storytelling, and I'm thrilled to work with an organization that is committed to lifelong learning and community!

I grew up in rural Kentucky and now live in Louisville with my two dachshunds. I'm interested in food, architecture and culture and look forward to signing up for my first International Road Scholar program. (Send me your recommendations!)



I look forward to connecting with you and learning why you love Road Scholar. I'm grateful you chose to volunteer for the Ambassador Program, and I'm excited to have you on the team.

Best,

*Emily Vinson*

**Emily Vinson**

Senior Event Specialist

(978) 513-8588

[emily.vinson@roadscholar.org](mailto:emily.vinson@roadscholar.org)

# Ambassador Roles & Responsibilities

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## Here's what to expect

### MISSION OF THE AMBASSADOR PROGRAM

The mission of the Ambassador Program is to create a network of our most passionate participants to spread the word about Road Scholar in their home communities.

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### WHAT IS A ROAD SCHOLAR AMBASSADOR?

A Road Scholar Ambassador is an authorized representative of the organization. Through online challenges, presentations and events, Ambassadors promote Road Scholar's enriching travel adventures in their local communities and beyond, with the goal of growing our audience.

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### AMBASSADOR RESPONSIBILITIES

Road Scholar Ambassadors are responsible for developing, launching and maintaining a proactive word-of-mouth effort on a community level that educates mature adults about Road Scholar and communicates a positive, current and exciting image of Road Scholar as a university of the world.

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# Road Scholar Ambassador Dashboard

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We have two tracks you can participate in through our Ambassador Program — the Ambassador Dashboard or the events team. You're welcome to participate in one or both!

The Ambassador Dashboard is a digital tool for Road Scholars to share their passion and enthusiasm for the organization and traveling. It's designed with challenges that can be completed at your own pace and as you keep traveling with us. Each challenge is worth points that can be exchanged for credit toward a Road Scholar program. 1 point = \$1.

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## HOW DOES THE DASHBOARD WORK?

The Dashboard will give Ambassadors access to an online bulletin board of challenges like “post photos from your most recent program on your Facebook page” or “write a program review.” Ambassadors will then complete challenges through the tool to earn points, which can be redeemed for Road Scholar program vouchers or Road Scholar merchandise.

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## HOW TO GET STARTED

- Fill out the [online application form](#), which includes information on your preferred activities and interests as an Ambassador so we can better tailor challenges to you. Please be thorough in your responses.
  - Once your application is accepted, you will receive an email with steps for **registering your account**. You'll create a username and password. This is separate from your Road Scholar MyAccount.
  - **Sign in** to your newly created account and **explore the Ambassador Dashboard** where the challenges and rewards are hosted.
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# Road Scholar's Role & Responsibilities

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## ROAD SCHOLAR WILL...

- Post new challenges to the Ambassador Dashboard on a regular basis.
  - Keep resources up to date, including the PowerPoint Presentation template.
  - Field requests for Ambassador Presentations from organizations.
  - Arrange opportunities for Ambassadors to attend expos and events in their communities and provide resources for those events.
  - Award voucher credit for completed tasks.
  - Respond to questions to the Ambassador inbox in a timely manner.
  - Review submitted content to challenges in the Ambassador Dashboard in a timely manner.
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## AMBASSADOR RESOURCE CENTER

We have a section on the Road Scholar website exclusively dedicated to Road Scholar Ambassadors. Find it at [roadscholar.org/ambassadors](https://roadscholar.org/ambassadors) and click on “Ambassador Resource Center.”



# Ambassador Benefits

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Earn program vouchers for completing the following tasks:



## HOSTING A PRESENTATION

*Presentations to clubs, retirement communities, travel groups and more*

A program voucher will be awarded for all in-person and virtual Ambassador Presentations.

- \$25 for events with 25 or fewer attendees
- \$50 for events with 25 or more attendees

To receive credit, presentation details must be communicated to Road Scholar at least two weeks prior to the event by completing the [New Ambassador Event](#) form.



## ADDING NEW CONTACTS

*The main objective of your Ambassador duties is to acquire new contacts for the Road Scholar mailing list.*

Ambassadors earn credit for every new person added to the Road Scholar mailing list through their unique online Ambassador link: [roadscholar.org/Ambassador](https://roadscholar.org/Ambassador)

- For every new household obtained from presentations, the Ambassador will earn \$1 in program vouchers.
- The new contact must use the Ambassador's unique link provided.



## STAFFING EXPOS OR EVENTS

*Senior expos, community festivals, tradeshow, conferences and more*

A \$100 program voucher will be awarded to an Ambassador who staffs an event for a full day. These events are typically initiated by Road Scholar, but Ambassadors are encouraged to seek out local events and expos. Email [ambassadorprogram@roadscholar.org](mailto:ambassadorprogram@roadscholar.org) for event approval in advance of confirming your attendance.

# Ambassador Benefits

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## DASHBOARD CHALLENGES

You can earn voucher credit for completing challenges like:

- Engaging with Road Scholar [Facebook discussion groups](#)
- Posting to personal social media accounts about Road Scholar
- Posting a program review after your program
- Contributing to the Road Scholar blog
- Being interviewed for news articles and podcasts
- Performing other “Ambassador Challenges” as they come up
- Host an Alumni Club in your area



## EARNING PROGRAM VOUCHERS AND REWARDS

- Ambassador vouchers must be redeemed within 24 months of receipt. Vouchers can be applied to only one program. The voucher does not apply to airfare and is not transferable.
- Vouchers will be awarded at the end of each month.
- As a voucher recipient, you are responsible for all taxes (federal, state and local, if any) associated with the value of vouchers awarded. You must provide your Social Security number to Road Scholar, as we will report voucher income by law.
- If you redeem vouchers in a calendar year totaling more than the income reporting threshold established by the IRS (currently \$600), Road Scholar will send you a Form 1099 - Misc on or before January 31st of the following year.

# Ambassador Policies

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## ACCEPTING, DECLINING AND CANCELING ENGAGEMENTS

We try to ensure that you receive speaking requests at least two weeks prior to an engagement, but we sometimes receive last-minute requests. We hope that you will accept speaking requests whenever your schedule and circumstances permit, but we understand that it will not always be possible to accept all requests. If you do accept an engagement and then find you are unable to attend, please contact your host immediately to let them know, and then call our office as soon as possible at **(978) 513-8588**.

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## HONORARIUMS OR STIPENDS

As volunteers, Ambassadors do not receive payment for their presentations. Road Scholar does not charge a fee to organizations that request speakers. However, a host organization may offer an honorarium as a “thank you” for your presentation. You may accept or decline the gift at your own discretion. We recommend that you consult with a tax advisor if you accept the gifts. Some Ambassadors use the honorarium to defray their traveling costs, while others donate it to the Road Scholar Annual Fund. If an honorarium is offered and you wish to decline, you might ask your hosts to donate it to Road Scholar instead.

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## TAX-DEDUCTIBLE EXPENSES

Road Scholar is a 501 (c)(3) not-for-profit organization. As a Road Scholar Ambassador, you are making a charitable contribution of your time to a not-for-profit cause. Therefore, some of the expenses you incur, such as cost of a meal, may be tax deductible. We recommend you consult with a tax adviser for information and guidance on this subject.

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# Arranging Presentations

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## Tips and resources for seeking out venues

Road Scholar works with organizations to arrange speaking opportunities for Ambassadors, and you may be called upon to host an Ambassador Presentation or staff an expo within driving distance of your hometown.

In addition, we strongly encourage you to contact organizations directly to schedule your own opportunities in your community. When arranging your own Ambassador events, please share complete presentation details with Road Scholar at least one month prior to the event by completing the [New Ambassador Event](#) form.

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## ORGANIZATIONS TO CONTACT

- Public Institutions, like libraries, community centers, senior centers and councils on aging
- Senior Communities, including retirement communities and apartment complexes with a high 55+ population
- Local Chapters of Volunteer Organizations like Rotary Club, Elks Club, Mason Society, Audubon Society, Lions Club, AARP or Kiwanis
- Clubs and Affinity Groups, such as senior groups or hiking, birding, book, biking, garden or photography clubs
- Educational Groups, such as Lifelong Learning Institutes (LLI), alumni clubs, sorority or fraternity groups and retired teachers associations, or local chapters of organizations like the American Association of University Women (AAUW) or National Education Association (NEA)
- Retiree Groups, like the National Association of Retired Federal Employees
- Faith-Based Groups, like churches, temples and other houses of worship — YMCAs/YWCAs, Jewish Community Centers

# The Presentation Process

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## A high-level overview of giving an Ambassador Presentation, from prep to follow-up

### PREPARING FOR YOUR PRESENTATION

1. Confirm the date and time of your event with the organizer or host, as well as the anticipated number of attendees. If you plan to use visuals, make sure the facility has the proper equipment. Also, confirm the amount of time that has been allotted for you, and tailor your presentation to fit the needs of those you will be addressing.
2. Once you confirm the details of an upcoming presentation, be sure to share your presentation details with Road Scholar via the [New Ambassador Event](#) form so you can earn credit for your presentation.
3. Prepare and organize your presentation, visual aids and materials. Take the time to go over the [PowerPoint slideshow](#) with talking points and the [FAQs](#) provided for you by Road Scholar. Arrange any materials you need to bring with you. Orders for event materials are made based on the information you provide on the [New Event Form](#) and are shipped to you two weeks before your event date.



# The Presentation Process

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## A high-level overview of giving an Ambassador Presentation, from prep to follow-up

### ADDING NEW CONTACTS

The main goal of your Ambassador Presentation is to acquire new contacts for the Road Scholar mailing list. Attendees who sign up using your special link will be entered to win a **\$500 Road Scholar gift certificate**.

- Direct your attendees to sign up at your unique link.
- Attendees will **ONLY** be entered to win the raffle if they sign up using this unique link.

Take time at the end of your presentation for attendees to pull out their smartphones or use the organization's computers to sign up for the Road Scholar mailing list. If they don't have smartphones, give them your business card to take with them so they can sign up at home. Road Scholar will provide you with business cards that include your unique link upon request.

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# Key Messages

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The main things you need to know about Road Scholar. Study up!



## ROAD SCHOLAR MISSION

Since 1975, Road Scholar has inspired adults to learn, discover and travel. Our learning adventures engage expert instructors, provide extraordinary access and stimulate discourse and friendship among people for whom learning is the journey of a lifetime.



## ELEVATOR PITCH

“Road Scholar is the not-for-profit leader in educational travel for adults 50 and over. Like a university of the world, we offer thousands of educational travel adventures around the globe, from studying art in Arizona to learning about zoology in Zambia.”



## ORGANIZATIONAL KEY MESSAGES

- The Leader in Educational Travel Since 1975
- A University of the World
- Experiential Learning; Impactful Experiences
- Engaged & Intellectually Curious Participants
- Solo Travel
- Some Women-Only Programs
- Scholarships & Grants

# Key Messages

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**The main things you need to know about Road Scholar. Study up!**

## **THE LEADER IN EDUCATIONAL TRAVEL**

- Road Scholar is the not-for-profit leader in educational travel.
- More than 6 million adults have learned about the world with us.
- We have a global network of faculty, staff and highly trained Group Leaders.
- We celebrated our 50th anniversary in 2025.
- [Learn more about us online!](#)

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## **A UNIVERSITY OF THE WORLD**

- Road Scholar was at the forefront of the Lifelong Learning Movement, creating the expectation that learning is an important part of the 50+ years age group and the realization that learning makes lives richer. With educational travel adventures in more than 100 countries and throughout the United States, not-for-profit Road Scholar is a university of the world.
- Our participants can choose from thousands of learning adventures on an extraordinary range of topics and interests.
- Our faculty consists of world-renowned experts who offer insider access not available to the independent traveler.
- We offer a wide variety of activity levels to ensure participants experience programs at their own pace.
- There are no hidden costs. Program costs include accommodations and most meals, transportation within the program, lectures, activities and excursions, gratuities and taxes and a travel assistance and insurance plan.

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## **EXPERIENTIAL LEARNING — IMPACTFUL EXPERIENCES**

- By immersing participants in experiential learning activities and fostering a spirit of camaraderie among participants, Road Scholar programs create extremely rich and meaningful experiences that can be life-changing.

# Key Messages

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**The main things you need to know about Road Scholar. Study up!**

## INTELLECTUALLY CURIOUS PARTICIPANTS

- Road Scholars share a passion for learning and an extraordinary thirst for knowledge and new experiences.
  - Road Scholar participants are highly educated — most possess a bachelor's or graduate degree and many are either working or retired educators.
  - Road Scholars are active and engaged individuals who are always interested in making new friends and forming new relationships.
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## SOLO TRAVEL

- Between 25-30% of Road Scholars travel solo and 85% of our solo travelers are women.
  - Road Scholar solos are embraced by a warm, inclusive community that bonds easily over shared interests and a love of learning.
  - Road Scholar offers solo travelers the opportunity to share accommodations to avoid paying the single supplement as well as several programs with no single supplement.
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## SCHOLARSHIPS & GRANTS

- As a not-for-profit educational organization, we offer financial assistance to make educational travel available to adults with limited resources.
  - Thanks to the generous support of our donors, we are able to offer grants toward educational travel programs that enrich the lives of low-income older adults and deserving caregivers.
  - The financial assistance made possible through scholarships and grants not only enriches the lives of its recipients — it also enriches Road Scholar's learning communities by creating a more diverse social, educational and economic group of scholars.
  - **LEARN MORE AT [ROADSCHOLAR.ORG/FINANCIALAID](https://roadscholar.org/financialaid)**
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**ROADSCHOLAR**

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www.road scholar.com  
Road Scholar Class of 2017  
16 Programs