



Your WRTA Membership Report Card

Are you maximizing the value of your WRTA membership? This just-for-fun report card allows you to “grade” yourself and your company on how well you’ve been using your WRTA member benefits.

Begin your scoring process by answering the questions below, using the following key:

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| <p>5 = Excellent 4 = Very good 3 = Average 2 = Fair 1 = Poor</p> |
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Are you taking advantage of your authorized use of the WRTA logo?
 _____ 5 _____ 4 _____ 3 _____ 2 _____ 1

WRTA member organizations have the authority to use the WRTA logo on your website, letterhead and promotional literature to demonstrate affiliation with the leading association for religious travel and hospitality. To download the WRTA logo log-in here <http://www.wrtareligioustravel.com/WRTA/MemberLogin.htm> and go to Members>WRTA logo use.



Are you taking advantage of your listing in the 2009 Religious Travel Buyer’s Guide?
 _____ 5 _____ 4 _____ 3 _____ 2 _____ 1

WRTA member organizations are listed in the 2009 Religious Travel Buyer’s Guide, which was distributed to 40,000+ travel professionals, tourism organizations, and planners. Have you contacted fellow WRTA members for buying, selling, or other partnership-building purposes? Email members@wrtastaff.com for a digital copy and share your presence in this publication with prospects, clients and partners.

Are you promoting your organization through the WRTA website?
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As a WRTA member, you can promote your company news, press releases, videos and blogs or post a job opening on the WRTA website (subject to approval) for free. Email your files or links to members@wrtastaff.com.

Have you joined WRTA social networks?
 _____ 5 _____ 4 _____ 3 _____ 2 _____ 1

Did you know WRTA is promoting member networking through our social networks? You can join the following WRTA social networks at any time and begin communicating with others while also promoting your organization.



Have you promoted your business through the *Spotlight on Members* e-newsletter?

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WRTA members can be highlighted in our *Spotlight on Members* e-newsletter, viewed by 2,000 travel industry professionals. If you haven't submitted your profile, visit <http://vovici.com/wsb.dll/s/2420g3cee3>.

Have you read and/or submitted an article for our *On the Cutting Edge* e-newsletter?

_____ 5 _____ 4 _____ 3 _____ 2 _____ 1

WRTA's new members-only newsletter, *On the Cutting Edge*, recently focused on "Finding a Market Need in Religious Travel – and Fulfilling It." Have you read it? In addition, WRTA members can author an article or be interviewed for *On the Cutting Edge*, to be recognized as an industry expert and gain complimentary exposure. Find out more by contacting Jim Wright, WRTA VP of sales and marketing, at sales@wrtastaff.com.

Are you staying informed through the *Religious Travel Buzz* e-newsletters?

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The best way to stay informed about issues and events in the faith tourism/hospitality industry and WRTA is by reading the *Religious Travel Buzz*. To receive the most recent edition, email members@wrtastaff.com.

Are you taking advantage of your special discount to attend/exhibit at the World Religious Travel Expo?

_____ 5 _____ 4 _____ 3 _____ 2 _____ 1

One of the best ways to maximize your WRTA membership is to meet and network face-to-face with your fellow members and colleagues in faith tourism at the annual World Religious Travel Expo. To learn more or redeem your special member discount, register online at www.WRTAexpo.com. For exhibit opportunities, email us at sales@WRTAstaff.com.

Are you using your special discounts with WRTA's partner publications?

_____ 5 _____ 4 _____ 3 _____ 2 _____ 1

Take advantage of special discounts to subscribe to and/or advertise in WRTA partner publications, including *Going on Faith*, *Leisure Group Travel*, and *Church Executive Travel*. For example, WRTA members receive a free subscription to *Going on Faith*. More info: <http://www.wrtareligioustravel.com/WRTA/Faith+Tourism/Publications/>.

Have you used the Education and Research Resources of the WRTA website?

_____ 5 _____ 4 _____ 3 _____ 2 _____ 1

You can expand your knowledge of the industry, earn Continuing Education Units (CEUs) and more through these resources, some of which are available only to WRTA members (website login required). Choose one of the links below or visit <http://www.wrtareligioustravel.com/WRTA/Education/Education+and+Research/>

- Complete the Religious Travel Market Educational Course (must be logged-in)
- Surf the WRTA e-Library, the largest categorized collection of religious travel news on the Internet (must be logged-in)
- Listen to webinars focused on faith travel and hospitality (Coming soon!)
- Access important data, research and trend information specific to our industry (must be logged-in)

Have you used the Product Development Resources of the WRTA website?

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One of the greatest resources that WRTA provides our members is help in developing new products, through the product development resource section of our website, accessible to members only (website login required). To learn more, visit <http://www.wrtareligioustravel.com/WRTA/Education/Education+and+Research/>. Log-in and select "Product Development Resources" in the right column.

Have you completed WRTA's Religious Travel Market Business Package?

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In addition to knowledge of the industry, your success depends on proper planning and strategy. For this reason, WRTA has developed for our members an exclusive Religious Travel Market Business Package, the travel industry's only complete business strategy/resource package on faith tourism. The Religious Travel Market Business Package includes a business plan template, press release template and sample direct mail letters for the faith tourism marketplace. All of these business and marketing templates are customizable to your organization. Have you used some, most, or all of these resources? To learn more, visit <http://www.wrtareligioustravel.com/WRTA/Education/Education+and+Research/>. Log-in and select "Religious Market Business Package" in the right column.

Have you obtained informative religious travel guidebooks with your WRTA membership discounts?

_____ 5 _____ 4 _____ 3 _____ 2 _____ 1

Every tourism organization and travel professional needs several religious travel guidebooks at their disposal, and WRTA members receive special discounts and branding opportunities from Liguori Publications and Thomas Nelson. For information visit our [online travel store](#).

Have you utilized the WRTA Job Marketplace?

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Are you looking for a great candidate for a position open in religious tourism? As a member, you can post positions in the WRTA Job Marketplace. Just email your position description or link to members@wrtastaff.com.

How did you score with your WRTA membership?

Please add up your points and then divide by the number of questions you answered, then apply this number to your scoring card below. Our goal is for every member to receive either a "5" or "4" in their report card, as this demonstrates that you are getting great value from your WRTA member benefits.

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| <p>Here is your scoring key:</p> <p>4 or higher = Excellent, you are truly leveraging your membership benefits. Let us know if we can add anything to improve upon your experience.</p> <p>3 to 2 = Great, but you can gain even more value by becoming a bit more involved or using more services. Call or email WRTA to learn more about your member benefits that can benefit you and your organization.</p> <p>Less than 2 = You aren't experiencing the true value of your WRTA membership! We want to help, so to learn how to access your member benefits, just call or email your WRTA staff.</p> |
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