

Brainstorming from School Field Trip Workshop:

Audience: Think outside of schools to attract groups to farms: YMCAs, child care facilities, special needs groups, elderly groups.

Correspondence:

“Face to face contact with schools makes a difference.”

- Paula Parkhurst, Parkhurst Pumpkin Patch, Arcadia

Send correspondence to both the school principal and teachers when trying to get in. Send in the Spring if you know your dates for fall. If sending in fall, get it to teachers early in the semester.

Think outside the box:

Take your farm into the classroom to teach and also spread your name.

Consider being flexible about payment. What can the school afford?

Pricing: Private schools have more money for field trips. Public schools may need help with money. If you have any sponsors or programs to help them, the likelihood of a visit is greater.

Do you let teachers and bus drivers in free? It's common courtesy.

Should paying adults get the free take-home item like the kids?

Rules: Communicate expectations with groups. Give them a timeframe they are expected to be there. On groups who tend to linger, provide a definite ending time. Provide written rules to teachers and schools before they arrive.

Risk management: Conduct a risk management assessment and have a plan for injuries and emergencies.

Insurance: check with the school to see if they have coverage or if that will fall to you and your policy.