

# 7 Steps to Successful Project-Based Learning Management for Yearbook

As you review this, please note that this is a general guideline for all schools. Planning is the KEY. We have many schools wait to start the yearbook process in January! The earlier you do begin, the more time you will have to create & sell yearbooks. We hope this guideline can help you better prepare for the year. Look this over & let's get started!

## Step #1 · Agree on your yearbook cost/specs...

Review last year's program and determine if you will repeat the same school yearbook order and number of pages. If your enrollment has changed or if you had extra copies left over, this could change your order. Call me to review changes in school environment. Complete a budget worksheet that will let you know how much you will raise and review your findings with so we can determine cost for this year.

## Step #2 · Order your Yearbook Resources/Kit from me...

Once you review your quote, immediately sign/process your yearbook agreement by returning it via fax to 1-210-587-2471 or scan & email to **MyYearbookSolution@Gmail.com** so I will order your yearbook materials and/or set up website for your program. Please be aware that some publishers are now paperless and no longer send kits to save \$ and keep costs low. If a kit is sent, it may take about a week to be processed after it is ready... Websites usually become active within a week or less. One note... Please MAKE IT A POINT TO READ YOUR MATERIALS. If you do not have a yearbook class, plan for a minimum of 3 complete hours a week to devote to yearbook. Kits are small and do not include much other than resource materials & guideline booklet. Let me know if you need additional resources in case you have multiple team members or workspaces.

## Step #3 · Plan your yearbook & advertisement sales

Once your kit has been ordered and you have agreed to a budget, plan your yearbook sales and review your rates with me as well as sales plan. Decide the week of your sales as well as prices for early & late buyers. Also call/email me to discuss what you will need via marketing resources such as sales flyers (PDF), receipts pads, ad contracts, bilingual mailers, & posters. Finally, let me know if you want to turn on our site for credit card orders. You may have a normal VISA/MC Card fee of up to 5% of every sale transaction online for the credit card processing fee. Ask for details!

## Step #4 · Choose or design your cover & decide page content

Once your resources arrive and/or you review your online site, the next process is to select a yearbook cover from a library of covers or start the design process for a custom cover yourself/with me (on line or via Photoshop/InDesign). Once you have chosen a cover & informed me, then you need to plan what is on every page of the yearbook. This is very simple if you have a yearbook from last year. If you do not, we have tools to help you plan this process out. Remember, most schools assign one page per homeroom in the elementary grades, but combine all students in the secondary level alphabetically by grade. Also plan for activity pages, ad pages, dedication pages, autograph pages, current events...

## Step #5 · Organize/confirm portraits & make get a PSPA Portrait CD

The largest section of your yearbook will be your portrait pages. We've created a process that will allow you to:

- 1) Submit a PSPA formatted Portrait CD of portraits via on-line;
- 2) Sort your images and correct data/grades, &
- 3) Flow your portraits to complete your yearbook class pages.

Make sure to decide if you want retakes and loaded on your original portrait CD or on a separate CD! That's it. Since most yearbooks dedicate up to 1/2 of their pages to portraits, the minute you complete the task above...you are done with over 1/2 of your book! Make sure your photographer can provide you a portrait CD...go to my website for details. Make sure to request a PSPA Portrait CD with the specs of 640 x 800 pixels at .8 aspect ratio, or provide me their contact info so I can notify them of what is needed. We encourage you to use our PORTRAIT Auto Flow Process on line for page creation!

## Step #6 · Begin to collect photos of events & people

Make sure you are photographing at 5 megapixels or higher. The other 1/2 of your yearbook will be activity & group pages as well as ads (if applicable). What you need to do is determine what content will be on your activity pages (Red Ribbon Week, Fall Festival, etc.). Make sure to have every club, organization, UIL, & sports team photo for the yearbook. Also decide how many ad pages you will sell (if applicable) & collect payment + business cards/logos for ads. Also consider setting up processes/sites to collect photos for consideration from your school community/parents/sponsors/parents.

## Step #7 · Organize files/photos & submit pages by your deadline!

Once you have collected all your photos & completed a ladder, begin to choose predesigned layouts on the web for every page in the yearbook or start creating your own. Once this is done, begin to place pictures and text on all your pages. Use our portrait auto flow process for simple portrait page designs. Also, make sure to conclude your yearbook & ad sales and collect any outstanding revenue. Make your final decision on page & book counts before you submit your book.



# How simple is the Internet Page Creation Process?

Our production process for creating a yearbook over the Internet is very simple! We allow you to create your yearbook from any Internet terminal using any of the online software provided by our business partners. Each company's design software is designed a little different, but is created to help you manage your project. Beyond covers, page layouts, design & organization of your yearbook, these online software programs help your team collaborate through the process, sell your yearbook & ads, & manage your entire yearbook project. Our process can be broken down into these steps:

- 1) **Acquire your log-in information from my office:** This allows you to access your photos and page templates for your yearbook from any Internet connection using the most popular browsers on either Mac or PC systems. Make sure your school web filters have allowed you access to our sites. Ask us if you need a list of URLs for your internet filter programs. Also make sure to familiarize yourself with our quick start guide in your kit.
- 2) **Enroll your team/staff/class on the program:** Make sure you enroll every student/team member and provide them the proper permissions via the enrollment process on line. Once all your members are enrolled, please have them all review the HELP sections of the programs and have them watch any online videos/review content on working with photos/pages...this will give them a good start to the program. You can also review any Quick Start guide that may be available in the yearbook kit or through my office. You can also begin to upload photos and sort them on the website. Make sure to upload properly saved/sized images and organize your ONLINE PHOTO FILING CABINET in a simple and manageable format...Ask for details...
- 3) **Some programs include/refer to Smartphone Apps (Android and/or iPhone) & Websites:** Some companies make collaboration easy via a Smartphone App to help schools have the school community upload photos for consideration for the yearbook or for use to view an electronic version of the yearbook if available/provided in their package. Some smartphone apps allow you to collect photos from your entire community: teachers, club sponsors, coaches, parents, students, and more! They can even allow parents to buy their child's yearbook online via as well as purchase and design student and business ads. If an app is not available, ask if a website is available where the community can also accomplish these tasks via a website/laptop or desktop. Please consider setting up a SCHOOL YEARBOOK PHOTO COLLECTION SITE online via DROPBOX. You can set up links on your school website to have parents and teachers upload photos for consideration as well as sell books and ads! Photos make or break a yearbook! Please consider creating a process to collect photos and encourage your club sponsors, coaches, parents, and students use this process to help get photos to you for consideration. Include them as much as possible so they can lighten your burden.
- 4) **Review your cover choices and begin your design:** You will have an opportunity to select your yearbook cover from a library of full-color litho covers or you can begin designing your own cover on-line or via a template you can use with your own licensed copy of Adobe Photoshop or InDesign. Whatever you choose, make sure to design a cover that will represent the year well for all your students! Consider themed covers or school color covers or mascot covers...we can help in the planning and design if you want. Ask for details!
- 5) **Acquire your portrait CD from your official school photographer.** We work with many licensed photographers capable of creating a portrait PSPA CD. Our process is very simple...all you need to do is upload your portrait CD of all the images of faculty and students on your campus, make corrections on-line, and flow your photos! Some programs can even allow you to upload images of students enrolled after portrait day if you like to be all inclusive! We can help in this process or even upload the CD for you...make sure you speak to your photo company so they can provide you the properly formatted PSPA portrait CD. Ask for details!
- 6) **Begin selecting your layout designs from over 100+ designs.** We give you options such as allowing you to choose your own font, choosing backgrounds, and more! When you select one of our designs, you can pull up your candid photo library of the pictures you have uploaded & begin placing your pictures on your pages as well as entering your text. Once you complete a page, you can view the final appearance and submit for approval/production! Your proof is actually the finished product once you have completed the page on line! Some programs even allow you to share a page via PDF with others like administration, parents, teachers, and more for their review!
- 7) **Submit your yearbook for production.** Once you have completed the previous steps, you can then choose to submit your entire book for printing. This process is simple and can be done from any computer with web access. Your first deposit of 50% will be due before submitting your book.



## Most Common Pages in Elementary Yearbooks

**ACTIVITIES:** School activities that usually involve everyone on campus

- |  |   |  |  |
|--|---|--|--|
| <input type="checkbox"/> Fall Festival       | <input type="checkbox"/> Christmas Events     | <input type="checkbox"/> Thanksgiving Events | <input type="checkbox"/> Guest Speakers              |
| <input type="checkbox"/> Red Ribbon Wk       | <input type="checkbox"/> President's Day      | <input type="checkbox"/> Choir Performances  | <input type="checkbox"/> A typical day at our school |
| <input type="checkbox"/> PTA/PTO Events      | <input type="checkbox"/> Carnival             | <input type="checkbox"/> Valentine's Events  | <input type="checkbox"/> Science Fair                |
| <input type="checkbox"/> Health Fair/Day     | <input type="checkbox"/> Fire Prevention Week | <input type="checkbox"/> Clubs               | <input type="checkbox"/> Open House/Meet Teacher     |
| <input type="checkbox"/> Field Trips         | <input type="checkbox"/> Bicycle Rodeo        | <input type="checkbox"/> Sporting Events     | <input type="checkbox"/> Crime Prevention Week       |
| <input type="checkbox"/> Library Reading Day | <input type="checkbox"/> Ntl Hispanic Month   | <input type="checkbox"/> Other: _____        | <input type="checkbox"/> Other: _____                |



**PEOPLE:** All the individual photos of every student & adult on campus. These photos are provided by your portrait Photo Company and come in either a printed photo format or a PSPA Formatted CD with all images and names available for auto flow process. Grades are usually handled one of three ways... a) by homerooms, b) by group photos of class, or c) by combined alphabetical order of all students in one grade.

- |  |  |  |  |
|--|--|--|--|
| <input type="checkbox"/> Pre-K         | <input type="checkbox"/> Kindergarten      | <input type="checkbox"/> 1st Grade       | <input type="checkbox"/> 2nd Grade         |
| <input type="checkbox"/> 3rd Grade     | <input type="checkbox"/> 4th Grade         | <input type="checkbox"/> 5th Grade       | <input type="checkbox"/> Librarians/Nurses |
| <input type="checkbox"/> Bus Drivers   | <input type="checkbox"/> Faculty           | <input type="checkbox"/> Administration  | <input type="checkbox"/> Paraprofessionals |
| <input type="checkbox"/> Janitor Staff | <input type="checkbox"/> Parent Volunteers | <input type="checkbox"/> Cafeteria Staff | <input type="checkbox"/> Counselors        |
| <input type="checkbox"/> Teacher Aides | <input type="checkbox"/> Crossing Guards   | <input type="checkbox"/> Other: _____    | <input type="checkbox"/> Other: _____      |

## Most Common Pages in High/Middle School Books

**ACTIVITIES:** School activities that usually involve everyone on campus

- |  |   |  |  |
|--|---|--|--|
| <input type="checkbox"/> Fall Festival       | <input type="checkbox"/> Christmas Events   | <input type="checkbox"/> Thanksgiving Events | <input type="checkbox"/> Guest Speakers        |
| <input type="checkbox"/> A day at our school | <input type="checkbox"/> Red Ribbon Wk      | <input type="checkbox"/> President's Day     | <input type="checkbox"/> Valentine's Events    |
| <input type="checkbox"/> Science Fair        | <input type="checkbox"/> Choir Performances | <input type="checkbox"/> Health Fair/Day     | <input type="checkbox"/> Fire Prevention Week  |
| <input type="checkbox"/> Open House          | <input type="checkbox"/> Field Trips        | <input type="checkbox"/> Fine Arts           | <input type="checkbox"/> Crime Prevention Week |
| <input type="checkbox"/> Ntl. Hispanic Month | <input type="checkbox"/> Homecoming         | <input type="checkbox"/> Fall Festival       | <input type="checkbox"/> Other: _____          |



**SPORTS:** All male & female teams as well as different grade levels (Aug-Feb)

- |                                   |                                     |                                     |                                       |                                     |  |
|-----------------------------------|-------------------------------------|-------------------------------------|---------------------------------------|-------------------------------------|--|
| <input type="checkbox"/> Football | <input type="checkbox"/> Basketball | <input type="checkbox"/> Volleyball | <input type="checkbox"/> Cheerleading | <input type="checkbox"/> Track      | <input type="checkbox"/> Cross Country |
| <input type="checkbox"/> Soccer   | <input type="checkbox"/> Baseball   | <input type="checkbox"/> Tennis     | <input type="checkbox"/> Swimming     | <input type="checkbox"/> Drill Team | <input type="checkbox"/> Softball      |

**Extra-Curricular CLUBS:** Groups that meet before/after school or during lunch

- |  |                                   |                                       |                                       |                                       |
|--|-----------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|
| <input type="checkbox"/> Student Council | <input type="checkbox"/> NJHS/NHS | <input type="checkbox"/> Science Club | <input type="checkbox"/> Spanish Club | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Bible Club      | <input type="checkbox"/> Yearbook | <input type="checkbox"/> UIL          | <input type="checkbox"/> Spirit Club  | <input type="checkbox"/> Other: _____ |

**Curricular GROUPS:** Contains curriculum electives or academic teams & competitions:

- |                                |                               |                                    |                                |                                |                                       |
|--------------------------------|-------------------------------|------------------------------------|--------------------------------|--------------------------------|---------------------------------------|
| <input type="checkbox"/> Choir | <input type="checkbox"/> Band | <input type="checkbox"/> Orchestra | <input type="checkbox"/> Drama | <input type="checkbox"/> JROTC | <input type="checkbox"/> Other: _____ |
|--------------------------------|-------------------------------|------------------------------------|--------------------------------|--------------------------------|---------------------------------------|

**PEOPLE:** All the individual photos of every student & adult on campus. These photos are provided by your portrait Photo Company and come in either a printed photo format or a PSPA Formatted CD with all images and names available for auto flow process. Grades are usually handled by grades alphabetically.

- |  |  |  |   |
|--|--|--|---|
| <input type="checkbox"/> 6 <sup>th</sup> Grade | <input type="checkbox"/> 7 <sup>th</sup> Grade | <input type="checkbox"/> 8 <sup>th</sup> Grade | <input type="checkbox"/> 9 <sup>th</sup> Grade  |
| <input type="checkbox"/> Security/Police       | <input type="checkbox"/> Librarians/Nurses     | <input type="checkbox"/> Bus Drivers           | <input type="checkbox"/> 10 <sup>th</sup> Grade |
| <input type="checkbox"/> Faculty               | <input type="checkbox"/> Administration        | <input type="checkbox"/> Paraprofessionals     | <input type="checkbox"/> 11 <sup>th</sup> Grade |
| <input type="checkbox"/> Janitor Staff         | <input type="checkbox"/> Parent Volunteers     | <input type="checkbox"/> Cafeteria Staff       | <input type="checkbox"/> 12 <sup>th</sup> Grade |
| <input type="checkbox"/> Counselors            | <input type="checkbox"/> Teacher Aides         | <input type="checkbox"/> Crossing Guard        | <input type="checkbox"/> Other: _____           |

DON'T FORGET  
DISTRICT OFFICE  
PERSONNEL IF  
NEEDED...

## Most Common Approach to Yearbook Ads

Most schools like to sell ads to raise extra revenue. What you must be aware of is that every page of ads should pay for itself and raise enough revenue to cover at least an additional page or more. Here are some standard prices offered by schools

### HERE ARE POSSIBLE RESULTS ON SALES OF AD PAGES

- If you sell 2 pgs of ads...need 16 business cards = \$320-\$560
- If you sell 3 pgs of ads...need 24 business cards = \$480-\$840
- If you sell 4 pgs of ads...need 32 business cards = \$640-\$1120
- If you sell 5 pgs of ads...need 40 business cards = \$800-\$1400

### Ads Page Revenue #s:

- 8 x \$20/ad = \$160/pg
- 8 x \$25/ad = \$200/pg
- 8 x \$30/ad = \$240/pg
- 8 x \$35/ad = \$280/pg

\$20-\$35 a bus. card	\$20-\$35 a bus. card
\$20-\$35 a bus. card	\$20-\$35 a bus. card
\$20-\$35 a bus. card	\$20-\$35 a bus. card
\$20-\$35 a bus. card	\$20-\$35 a bus. card



	1 - title
collage-2	3-collage
administration -4	5-office
faculty & staff -6	7- faculty & staff
5 <sup>th</sup> grade homeroom-8	9-5 <sup>th</sup> grade homeroom
5 <sup>th</sup> grade homeroom-10	11-5 <sup>th</sup> grade homeroom
5 <sup>th</sup> grade homeroom-12	13-4 <sup>th</sup> grade homeroom
4 <sup>th</sup> grade homeroom-14	15-4 <sup>th</sup> grade homeroom
4 <sup>th</sup> grade homeroom-16	17-4 <sup>th</sup> grade homeroom
3 <sup>rd</sup> grade homeroom-18	19-3 <sup>rd</sup> grade homeroom
3 <sup>rd</sup> grade homeroom-20	21-3 <sup>rd</sup> grade homeroom
3 <sup>rd</sup> grade homeroom-22	23-2 <sup>nd</sup> grade homeroom
2 <sup>nd</sup> grade homeroom-24	25-2 <sup>nd</sup> grade homeroom
2 <sup>nd</sup> grade homeroom-26	27-2 <sup>nd</sup> grade homeroom
1 <sup>st</sup> grade homeroom-28	29-1 <sup>st</sup> grade homeroom
1 <sup>st</sup> grade homeroom-30	31-1 <sup>st</sup> grade homeroom
1 <sup>st</sup> grade homeroom-32	33-Kindergarten
Kindergarten-34	35-Kindergarten
Kindergarten-36	37-Kindergarten
Collage-38	39-Collages
Collages-40	

## What's on every page of your Elementary Yearbook?

Our goal with this layout is to show you how you can complete a yearbook with a limited amount of page numbers.

**PORTRAITS:** make sure you speak to your portrait photographer and ask for a CD to complete your yearbook. Make sure to specify color or black & white. Portraits can be sorted by homerooms for elementary schools. This is the most common approach.

If you break your classes up by homerooms and ask for the teacher photo to be in the homeroom section, then we recommend not creating a faculty section since you would be repeating the photos twice.

Other schools like to group the entire grade and alphabetize the section, so all homerooms are combined and you can see every student in the grade. This works well as saves pages since you can fit up to 48 students on a page if not more! This would require a faculty section since teachers would not be sorted by homeroom. Make sure to choose your best path.

**COLLAGES:** This is the scrap booking page that allows the school to create a cut/paste page with tons of images from everywhere.

## What's on every page of your MS or HS yearbook?

Our goal with this layout is to show you how you can complete a yearbook with a limited amount of page numbers.

**PORTRAITS:** make sure you speak to your portrait photographer and ask for a CD to complete your yearbook. Make sure to specify color or black & white. Portraits can be alphabetically by grade or by homerooms for elementary schools. Choose your best path.

**CLUBS/ORGANIZATIONS:** This limited selection on the layout only allows for a group shot and puts 3 group shots on one page. This allows you for smaller book if budget is the issue. Otherwise, you can add more pages if each club or group has a page. Remember to include groups who have a class like band, choir, etc.

**SPORTS:** This limited selection on the layout only allows for a team shot and puts 3 team shots on one page. This allows you for smaller book if budget is the issue. Otherwise, you can add more pages if each team or sport has a page. Remember to include both male & female teams as well as A & B teams.

**COLLAGES:** This is the scrap booking page that allows the school to create a cut/paste page with tons of images from everywhere. These are fun pages for all to see.

	1 - title
collage-2	3-collage
administration -4	5-office
faculty & staff -6	7- faculty & staff
8 <sup>th</sup> grade - (48/pg) 8	9 8 <sup>th</sup> grade - (48/pg)
8 <sup>th</sup> grade - (48/pg) 10	11 8 <sup>th</sup> grade - (48/pg)
8 <sup>th</sup> grade - (48/pg) 12	13 8 <sup>th</sup> grade - (48/pg)
7 <sup>th</sup> grade (48/pg) 14	15 7 <sup>th</sup> grade (48/pg)
7 <sup>th</sup> grade (48/pg) 16	17 7 <sup>th</sup> grade (48/pg)
7 <sup>th</sup> grade (48/pg) 18	19 7 <sup>th</sup> grade (48/pg)
6 <sup>th</sup> grade (48/pg) 20	21 6 <sup>th</sup> grade (48/pg)
6 <sup>th</sup> grade (48/pg) 22	23 6 <sup>th</sup> grade (48/pg)
6 <sup>th</sup> grade (48/pg) 24	25 6 <sup>th</sup> grade (48/pg)
Clubs (3/page) 26	27 Clubs (3/page)
Clubs (3/page) 28	29 Clubs (3/page)
Clubs (3/page) 30	31 Clubs (3/page)
Sports (3/page) 32	33 Sports (3/page)
Sports (3/page) 34	35 Sports (3/page)
Sports (3/page) 36	37 Sports (3/page)
Collages 38	39 Collages
Collages 40	



# Now begin to plan your book...

Type of Cover:  Soft Cover  Hard Cover

Cover Design:  Company Selection  School Creation

Including:  Autograph Pgs,  Current events, etc?

PLAN: Remember that we print in 4pg increments

Enter your page descriptions below next to page #.

Back Lid		Front Lid

Cover Sketch/Notes

---



---



---



---

	1
2	3
4	5
6	7
8	9
10	11
12	13
14	15
16	17
18	19
20	21
22	23
24	25
26	27
28	29
30	31
32	33
34	35
36	37
38	39
40	41
42	43
44	45
46	47
48	49
50	51
52	53
54	55
56	57
58	59
60	61
62	63
64	65
66	67
68	69
70	71
72	73
74	75

76	77
78	79
80	81
82	83
84	85
86	87
88	89
90	91
92	93
94	95
96	97
98	99
100	101
102	103
104	105
106	107
108	109
110	111
112	113
114	115
116	117
118	119
120	121
122	123
116	117
118	119
120	121
122	123
124	125
126	127
128	129
128	129
130	131
132	133
134	135
136	137
138	139
140	



## Continuation Of Page Ladder for Pages 129 – 280 for Larger Books

	129
130	131
132	133
134	135
136	137
138	139
140	141
142	143
144	148
146	147
148	148
150	151
152	153
154	155
156	157
158	159
160	161
162	163
164	165
166	167
168	169
170	171
172	173
174	175
176	177
178	179
180	181
182	183
184	185
186	187
188	189
190	191
192	193
194	195
196	197
198	199
200	201
202	203
204	205
206	207
208	

	209
210	211
212	213
214	215
216	217
218	219
220	221
222	223
224	225
226	227
228	229
230	231
232	233
234	235
236	237
238	239
240	241
242	243
244	245
246	247
248	249
250	251
252	253
254	255
256	257
258	259
260	261
262	263
264	265
266	267
268	269
270	271
272	273
274	275
276	277
278	279
280	

As you plan your yearbook, take into account whether or not you plan on adding current even pages as well as autograph pages. Don't forget any advertisement or dedication pages as well as section dividers that can announce your entry into a new section of the yearbook.



# Budget Worksheet – Financing Your Yearbook

Paying for your yearbook is an important financial responsibility...that is why we spend time working with financial projections that can show how a yearbook will be funded. Please complete the form below and see if your yearbook program will be on budget...

School: \_\_\_\_\_ Enrollment: \_\_\_\_\_ + # of Teachers: \_\_\_\_\_ = \_\_\_\_\_

## EXPENSES:

Yearbook Program Created By School..... \$ \_\_\_\_\_  
 Expenses for digital cameras/memory cards/etc: .....\$ \_\_\_\_\_  
 Purchase of toner/ink jet cartridges for production: ..... \$ \_\_\_\_\_  
 Yearbook workshops & training seminars: .....\$ \_\_\_\_\_  
 Yearbook debt from previous year(s): ..... \$ \_\_\_\_\_  
 Other: \_\_\_\_\_ \$ \_\_\_\_\_  
**TOTAL EXPENSE: \$ \_\_\_\_\_**

## INCOME & REVENUE: *(we recommend selling yearbooks at different prices throughout year)*

**Registration Buyers** - Pre-selling at start of year or super early in year at reduced rate

# \_\_\_\_\_ of yearbooks sold @ \$ \_\_\_\_\_ raises a total of \$ \_\_\_\_\_

**Regular Buyers** - regular sales period – have it last about 2 weeks..

# \_\_\_\_\_ of yearbooks sold @ \$ \_\_\_\_\_ raises a total of \$ \_\_\_\_\_

**Late Buyers** – Yearbooks sold at end of year or the week the books arrive

# \_\_\_\_\_ of yearbooks sold @ \$ \_\_\_\_\_ raises a total of \$ \_\_\_\_\_

Selling of Page Sponsors @ \$ \_\_\_\_\_ x \_\_\_\_\_ # of pages = \$ \_\_\_\_\_

Selling of yearbook patron positions @ \$ \_\_\_\_\_ x # of patrons = \$ \_\_\_\_\_

Selling of personal ads @ \$ \_\_\_\_\_/pg x \_\_\_\_\_ # of pages = \$ \_\_\_\_\_

Selling of business ads @ \$ \_\_\_\_\_/pg x \_\_\_\_\_ # of pages = \$ \_\_\_\_\_

Banner Advertisement Campaign @ \$ \_\_\_\_\_/ad x 12 ads = \$ \_\_\_\_\_

Annual school board support /funding \$ \_\_\_\_\_

Sales of club pages @ \$ \_\_\_\_\_/pg x \_\_\_\_\_ pgs = \$ \_\_\_\_\_

Sales of sports pages @ \$ \_\_\_\_\_/pg x \_\_\_\_\_ pgs = \$ \_\_\_\_\_

Fundraising # 1: \_\_\_\_\_ = \$ \_\_\_\_\_

Fundraising # 2: \_\_\_\_\_ = \$ \_\_\_\_\_

Other: \_\_\_\_\_ \$ \_\_\_\_\_

**TOTAL INCOME: \$ \_\_\_\_\_**

Enter Total Income: \$ \_\_\_\_\_

Subtract Total Expense: \$ \_\_\_\_\_

Balance of Funds: \$ \_\_\_\_\_

## Notes/Comments:

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

PLEASE NOTE: Your budget can change year round, but you must have an idea in place as to how you will pay for your yearbooks, and if necessary, generate a profit to purchase additional resources for production like digital cameras, etc. Always have a plan and know where you stand. Communicate & Document any changes and ask for updates!



# A Word about Yearbook Sales Tools & Options

## What is A Yearbook Sales Event & Do I Need to Host One?

Yearbook pre-sales are the key to selling all your books & balancing a budget. Our current culture of buying is familiar with waiting to see a product before buying (immediate gratification)...if you do this in the world of yearbooks, you may order lots of copies thinking your audience will buy them all only to be surprised that you only sold half of them and you are holding a yearbook bill you cannot pay... **This is why we recommend HOSTING YEARBOOK SALES EARLY so you can gauge a good # of yearbooks to order before your deadline when you submit all your pages.** We only print what you contract. Hosting a pre-sale where you collect payment before yearbooks arrive allow you to reserve orders to a firm # of buyers and only extend a small risk on extra copies above your reserved copies. Many schools will order 50 – 100 extra copies above their presale # due to buying habits of our area that would rather wait to see the yearbook before buying. Better not to take huge risks and get sales now!

## Hosting A Sales Event...

Hosting a sales event is easy if you plan for it...there are four types of sales events.

1) **Direct Mail/Homework Folder:** Develop an offer letter or use our direct mailing envelope to mail home to every parent to let them know books are on sale. The offer letter can piggy-back inside another mailing like report cards, newsletters, etc., or it can go home in the weekly announcement folder. Make sure to have your communication in both English and Spanish. Have parents return payment with an order form in an envelope to the school with their child for a set period of time of approximately two weeks. Choose who will collect & record the sales...front office, homeroom teacher, book keeper, or a group like parent volunteers. Signs on the school marquee or one of our banners outside usually spark an interest for yearbook sales. Also allow parents to pay for yearbooks with a credit card via our web store address if you choose to activate it. Don't forget your SCHOOL DIAL-OUT PROGRAM or TEXT MESSAGE system that can notify parents of the sale event. Also consider your school webpage/social media page.

2) **Classroom Sales:** Choose a week or two to host yearbook sales. Order our classroom collection envelope along with our receipt book for every teacher. Type up a sales letter and a set of instructions and have each teacher announce yearbook sales in their homeroom or advisory and send home an order form with the offer letter. I have sample letters if you need one. Have students return payment with their child to the homeroom teacher, so the teacher can write a receipt to the student to take home. Teachers place all orders in the collection envelope along with the receipt book and the yearbook staff/book keeper can balance the books every day of the promotion and then sales can come to a close. A classroom competition would be great to consider. Signs on the school marquee or one of our banners outside usually spark an interest for yearbook sales. Also allow parents to pay for yearbooks with a credit card via our website.

3) **Event/Group Ordering:** Some schools have been promoting sales at key events like a PTA/PTO meeting or a play/performance. Although this event does well in getting the message out to parents, the major flaw is that parents do not know yearbook sales will be at the event, so they do not bring \$ for the purchase. This event works well when you do plenty of PR/Promo of the event & announcement of yearbook sales. Signs on the school marquee or one of our banners outside usually spark an interest for yearbook sales. Also allow parents to pay for yearbooks with a credit card via our website address if you choose to activate it.

4) **Setting Up a Table for Ordering:** Many schools have set up sales tables manned by students and sponsors during lunch and after school. If you decide to use this method, make sure to have plenty of PR leading to the order taking week. Also consider setting up a display at the table outlining options and samples of extra merchandise. You may also want to consider setting up a DVD player to show a commercial or snapshots of different events that have occurred set to music. This event works well when you do plenty of PR/Promo of the event & announcement of yearbook sales. Signs on the school marquee or one of our banners outside usually spark an interest for yearbook sales. Also allow parents to pay for yearbooks with a credit card via our website.

**A word about extra copies @ end of year:** Pre-selling is the key to having a successful yearbook program. We will print/bill only what you order, so make sure you plan appropriately. We do not need to know your final counts until you submit your yearbook, this is why we provide you multiple prices so you always know your cost and can plan accordingly. Contact me for more information. **As for extra, unsold school yearbooks you ordered, we cannot take those books back.** The school is responsible for deciding on the number of yearbooks they wish to order by final deadline of pages and notifying me in writing of their order. If no notification is received, the amount of books we will print will be equal to the original order we had on file. This is why presales are important.





# A Word about Advertisement Sales & Fundraising

## Types of Advertisement & Fundraising Campaigns:

There six types of campaigns. Whichever you choose to implement, make sure you set a specific campaign starting and ending date so you are not spread thin in your efforts to raise additional revenue as well as complete the yearbook within a specific timeframe.

- 1) **Business/Vendor Advertisements:** Selling business card space or larger areas to local businesses in the community as well as vendors in your school system. If you need sample letters to consider sending to businesses, let me know. We can provide a word template you can personalize and make your own. Make sure you don't forget to sell them a yearbook as well or include it in the package! Offer 3 packages: Gold, Silver, and Bronze. Include special elements in each packages as well as a special size as well.
- 2) **Personal Recognition Advertisements:** Selling parents an opportunity to recognize the achievements of their son/daughter in the yearbook. Words of praise, photos of team sports, baby pictures, and more are usually included in this area. We encourage the rate of these spaces to be a little less than those you charge to businesses since parents do not raise revenue like a business. Make sure you don't forget to sell them a yearbook! **Ask me about creating a VIP SALES APPOINTMENT with PARENS who want to know more!**
- 3) **Pride Lines:** This is a famous and popular method of raising simple revenue for the yearbook. Offer space in the back of the yearbook for parents or students to purchase that will include nothing but a 15-20 word message. These pride lines can sell for different amounts of \$5 - \$10 - \$15 - \$20. You decide the fees based upon amount of space & words. All you need to do is prepare a layout that has about 4 columns and about 8 rows. You can combine a couple of boxes and include some buddy photos mixed in between pride lines! Make sure you don't forget to sell them a yearbook as well or include it in a package!
- 4) **Buddy Photos:** Selling a space to students in the yearbook is becoming very popular. All you do is set up a fun backdrop and then get friends to get together for a snapshot for the yearbook. Also consider providing everyone in the photo a printout of the image included in the fee. You can upload the photos to a Walgreens and pay about 19¢ each. Charge each person \$5.00 to be in one photo & there must be a minimum of 2-3 students in every picture. Remember, you can do more! Prepare a layout of 15-20 photos to a page & you will raise an average of \$150 - \$200/pg minimum. Make sure you don't forget to sell them a yearbook as well!
- 5) **Sale of Club & Sports Pages:** Every time you decide to give a group a page, everybody that buys the yearbook is paying for your decision. Why is it that some groups get more pages than others? Here is a fast-growing idea. Tell your coaches and club sponsors that you will include their team shot in the yearbook, but if they want more coverage, they have to help you. If they wish to purchase the rest of the page their photo is on, charge the an average of \$100. If they do not want to pay, ask them to at least have 75% of their club or team purchase yearbooks. Remember, the influence of a coach or sponsor is a lot better than a flyer or announcement. Get your teams to earn the right for a page in the book if they want more coverage!
- 6) **Page Sponsors/Patrons/Supporters:** Take a page out of the famous public television fundraising drive. Develop a "Friends of the Yearbook" campaign and ask for patrons or supporters to join the "club". Develop a goal of raising a set amount of \$ per page like \$25/page or more. Set a financial goal and ask businesses as well as local individuals to be part of this team. Solicit donations and then set aside one page in the yearbook where you will recognize your "FRIENDS OF THE YEARBOOK SUPPORTERS". If you choose this route, please consider NOT selling advertisements. These two types of programs do not work well together.

## Sample Pride Line Layout:

PRIDE LINES			
1	2	3	4
5	6	7	8
9	10	11	12
13	14	15	16
17	18	19	20
21	22	23	24
25	26	27	28

BUDDY PHOTOS			
1	2	3	4
5	6	7	8
9	10	11	12
13	14	15	16
17	18	19	20

## Tools Needed For A Sales Event:

As you plan your advertisement campaign, don't forget to ask about possible tools to help in your endeavor. Here is a list of tools you may need and I may have if you request them(don't forget school website for posting)...ask for details:

- Sample Letters/Flyers You Can Personalize and Print Yourself to Send Home/Businesses promoting sales
- Sample Order Form/Designs You Personalize & Produce Yourself – post on school webpage as well!
- Advertisement Contracts – if necessary – to write receipts to businesses/parent
- Banner/Posters announcing the Sale of Advertisements or Sponsorships
- Yard Signs announcing Sales Of Ads to Community & Parents

