

BOOK SALES VIA EMAIL

Don't give up on book sales during COVID-19 closures. If you don't believe us, just listen to veteran adviser, Mitch Ziegler from Redondo Union HS in California: *In the past, we always sold 150-200 books after the yearbook arrived. Since we do not know when or how yearbook distribution will occur, I was able to send out an email to all parents and students letting them know we were finalizing a date for yearbook purchases given there would be no set way for people to purchase a book after delivery. We have sold 171 yearbooks since the email went out.*

SAMPLE EMAIL:

► Use this as a guide to create your own custom message to your community.

Dear Students and Parents:

The yearbook students are hard at work finishing the yearbook. We have been quite prepared for the school closing, and they have everything they need to finish on time. This might end up being our best book yet, and given the events of this year, this is one book you do not want to miss.

We have sold more than [number] yearbooks. Most years we would simply order [number] more. This year is different, and we are not going to order extra yearbooks — we are going to only accept online orders through the YearbookOrderCenter.com.

We are uncertain about when and how distribution will take place, but we will provide details as soon as they are available.

Meanwhile, please continue to take care of yourselves.

[NAME]

[CONTACT INFO]