

# OFFER A PACKAGE DEAL...

## *Another way to increase revenues*

While sales of autograph supplements and plastic covers may also occur at your signing event, history shows us that offering personalization and accessories in varying packages when you sell the yearbook will likely increase revenues. Most schools that sell varied packages offer at least three options (a book alone, a deluxe package that includes lots of accessories/extras and one in the middle); and, generally, the middle option is most popular.

Think about what makes most sense at your school.

- Additional items such as plastic covers, autograph supplements and personalization with either a namestamp or nameplate may be purchased along with the yearbook. If priced appropriately, these extra items can be part of the staff's fundraising efforts.
- Careful planning and organization are needed to be sure purchasers actually get the extra items at distribution.
- Many options are possible when it comes to offering extra items, ranging from options being available for anyone to being something offered only to seniors each year.
- Some staffs offer either the namestamp or nameplate to anyone who purchases a book by an early sales deadline. In that case, you would need to include the price of the namestamp/nameplate in the basic price for the book. Those who buy a book after the early sales deadline would either pay the same or higher price, but not get the personalization.
- If the Herff Jones World Yearbook news supplement is not included with every book, it could also be included as part of a package plan or sold separately.
- Be sure to check with your yearbook representative for specific ordering deadlines for extra yearbook items and pricing information.

Many schools “leave money on the table” by not offering their buyers the option to purchase these accessories. The math is very simple. If you charge a dollar or two more than the cost of a namestamp or nameplate and half of your buyers would pay for a personalized book, you could be making hundreds — or thousands — of dollars for the yearbook program. The same is true for autograph supplements and protective, plastic covers.

Selling these items when you sell the yearbook gives you a better idea of how many to order and allows you to make even more profit if they buy them at a distribution event. People who do not pre-order autograph supplements would expect to pay more.

And, unlike the other items, personalization cannot be ordered at the last minute; if having a nameplate or namestamp is important to your buyers, they need to be presented with that option beginning with the very first sale.

