

SPREAD THE WORD...

Look for varied channels of communication

One reason so many yearbook staffs begin their book sales during registration/orientation/book pick-up is that parents are already in the mindset of buying everything their students will need for the year. They are in the habit of getting new uniforms, new books, new school photos, new IDs and paying fees as the year begins.

While some schools offer the option of paying for the yearbook each fall alongside the other items needed for the year, most staffs do not have this benefit. But most schools do send home some sort of packet each year. Whether your school sends PDFs and digital messages or mails a packet filled with requisite forms, you want information about yearbook sales included in the mix.

If the school is doing a mailing, use the free full-color letterhead and the provided templates to make a yearbook sales flier that stands out from the rest. Let parents know when, where and how to buy the yearbook. Parents may be most likely to read official school communications as the year begins so you want yearbook sales to be something they learn about right away.

- Check first with the principal's secretary/assistant to get date and deadlines for any summer/fall mailings or eBlasts being sent to parents.
- Contact the person in charge of the parents' newsletter. This may be through the principal's office or through the school's parent organization.
- Who is the person in charge of making updates to the school's official website? Develop a working relationship with this person so they know the yearbook staff will want to keep information current about book sales.
- Is there an administrator in charge of approving any posters or fliers to be posted or distributed on campus? Make contact to find out the guidelines and procedures.
- Will any automated robo calls or email blasts be made with back-to-school information? Check with the principal's secretary/assistant about getting yearbook sales information included. Although the message would need to be very brief, it could include dates/locations for purchasing yearbooks.

If you missed the opportunity to be included with the back-to-school information, there are likely other options on your campus. Many schools email quarterly newsletters, post web links on the school website and do regular or "special event" automated calls or emails from the office.

Parents at your school are likely to pay attention to these "official" school releases, so you definitely want information about yearbook sales to be included.

