

A GUIDELINE TO A GREAT SENIOR AD NIGHT

TASKS

STAFFERS RESPONSIBLE

MARKETING

Daily video announcements

Posters around the school

Automated phone calls home to all senior parents

Flyers distributed to every senior

E-mail blast

Facebook, senior class page; updates and reminders

Assemblies

Mailings to all seniors

EXECUTION

Training in InDesign for all yearbook staffers

Greeting the parents when they arrive

Have them sign in and select size of the ad
(yearbook purchase included)

Have food/coffee/soft drinks available

Have past yearbooks on display for ideas

Scan photos into the computer system

Upload pictures to the yearbook drive

Have parents bring in photos they want to use.
(ex: 12 for a full page ad, six for a half page ad,
two or three for a quarter page ad)

Have parents bring in a typed message to place on the ad

Select: color, font, size, background color

Print out final copy and give to the parents to bring home

ORGANIZATION

Set up each computer station

Make sure the flow of activities is logical and apparent

When parents sign in, make sure to write down their name and the name of their child

Create a layout that is clean and easy to read

Print a copy and have the parent(s) sign indicating approval

Always write receipts

Keep all money and checks in a locked folder

