

YBK DAY TIMELINE

Getting ready for yearbook distribution is fun and exciting, but it will go more smoothly with some good planning.

Sponsoring a signing party is a great way to distribute yearbooks while having fun and making money. Consider charging admission, or selling soft drinks, popcorn, pens, plastic covers and autograph supplements. Use the weeks before distribution to publicize the party and promote the yearbook. It's extra work, but the money you'll raise and the publicity you generate will be worth it.

8 WEEKS TO GO

- ▶ Reserve a space for the party (may be done at the beginning of school or months in advance); it's best to hold the party in the gym or cafeteria.
- ▶ Arrange for chaperones and security at the party.
- ▶ Order pens and other supplies from yearbookdiscoveries.com.
- ▶ Order autograph supplements and plastic covers from the plant. Will you charge extra?
- ▶ Order items from the yearbookdiscoveries.com > shop and decide how to distribute.
- ▶ Gather supplies for signage and/or order banners from yearbookdiscoveries.com.
- ▶ Order staff T-shirts for the party. Consider wearing them ahead of time to advertise and build anticipation.

7 WEEKS TO GO

- ▶ Make signs to advertise the party.
- ▶ Make flyers and photocopy them.
- ▶ Contact your school newspaper, web site and newsletter for articles and announcements.
- ▶ Write lively and fun promotions to submit for school announcements.

6 WEEKS TO GO

- ▶ Continue to make signs to advertise the party.
- ▶ Arrange for four cash boxes at the yearbook signing party:
 - one at the door
 - two for new book sales
 - one for pens, plastic covers and autograph supplements
- ▶ Arrange for speakers and other equipment for music.

5 WEEKS TO GO

- ▶ Make signs for the following:
 - cost of admission to the party
 - cost of plastic covers, pens and autograph supplements
 - cost of yearbooks if available for purchase on-site
- ▶ Make signs that display alphabetical groupings broken into three or four sections. These will be posted above yearbook distribution tables at the party.

4 WEEKS TO GO

- ▶ Make or finalize a list of yearbooks previously sold; divide the list by letters of the alphabet and paste on poster board for quick reference.
- ▶ Put up the first set of signs in your school advertising the party.
- ▶ Distribute flyers throughout your school.
- ▶ On Friday, put the first promotion of the party on the school announcements.
- ▶ Have staffers agree which day to wear T-shirts advertising the party on Friday.

3 WEEKS TO GO

- ▶ Continue to place signs throughout the school.
- ▶ Make sure the list of books sold is complete and personalized books are given a special number.
- ▶ On Friday, put your second promotion of the party on the school announcements.
- ▶ Wear your T-shirts on Friday.

2 WEEKS TO GO

- ▶ Continue to place signs throughout your school.
- ▶ Make sure all the signs advertising the party are displayed around the school.
- ▶ Every day of this week, promote the party on your school announcements.
- ▶ Wear your T-shirts on Friday.
- ▶ Assign students jobs for setup and cleanup.

1 WEEKS TO GO

- ▶ Every day of this week, promote the party on your school announcements.
- ▶ Check to see when the yearbooks will be brought to the party location.
- ▶ Arrange for ladders, tape and scissors for the day of the party.

DAY OF THE PARTY

- ▶ Staff members should wear their yearbook signing party T-shirts.
- ▶ Three hours before the party, the staff should begin to decorate the party location.
- ▶ Set up the yearbook distribution tables; post signs according to alphabet groupings (A-F, G-N, O-Z) above the tables.
- ▶ Personalized books with name stamps, name plates or other specialized options should have stickers with numbers placed on the spine for easy reference.
- ▶ Set up a separate table for the purchase of additional yearbooks.
- ▶ Have plenty of plastic covers, pens and autograph supplements.
- ▶ Have the sound system set up for music.
- ▶ Now, open the doors and distribute your yearbooks!