

EVENT TYPES

Decide whether you will hold a distribution party, a yearbook signing event or a combination of both. Will there be a big reveal?

BIG PARTY FOR BOOK SALES

- ▶ When a large percentage of students purchase your yearbook, a big party atmosphere can be a great school-spirit builder. If you're fortunate enough to include the yearbook in student fees, so every student gets one, a year-end party with yearbook at the center can bring the whole school together.
- ▶ For programs that are trying to build, or re-build, their book sales percentage, having a big party and publicizing it well can mean great things for yearbook sales. If students are grappling for tickets, that's a good thing. Some schools even charge a small admission fee to help pay for snacks and supplies.
- ▶ Remember, if you end up selling out of books, that's a good thing. Sure, some feathers may get a little ruffled, but it will make the parents who miss out much more likely to take advantage of early sales in subsequent years.
- ▶ Make sure to provide pens and space for students to sit and sign each others' books. For many, this is the one time they will have the time to do this — and providing a place and time for signing that doesn't disrupt class can be a big selling point.

BIG WHOLE-SCHOOL PARTY

- ▶ At schools where every student gets a book, YBK Day turns in to a whole-school festival. Food trucks, shaved ice, jump houses. When the whole school gets involved, the yearbook staff gets lots of help and the party becomes a touchstone of the year.

BIG REVEAL

- ▶ This often takes the form of a presentation in the school auditorium. There's a video or PowerPoint that reveals highlights of the yearbook to the audience — sometimes just seniors, sometimes a larger school population.
- ▶ One of our favorites comes from Trinity Christian Academy (Go to YouTube and search for Final Yearbook ad 2019). The video is played at an assembly and is obviously a year in the making. Notice how it connects the theme of the yearbook with the school's community and personality. It's amazing.
- ▶ If the school dedicates the yearbook to a specific teacher or administrator, that's often where this takes place.

IF YOU CAN'T HAVE A PARTY

- ▶ Don't miss out on the chance to be festive while handing out books! Balloons and streamers build excitement.
- ▶ Make a slide show of extra photos that didn't make the book or sneak peeks of spreads and project them in the cafeteria during the week leading up to YBK Day.
- ▶ Take time to reward your staff for a job well done. A pizza party after YBK Day or a year-end staff gathering is in order.
- ▶ Make a big deal about presenting your administrators with their yearbooks. Consider ordering a personalized name plates for their official copies. Have editors make the delivery with some fanfare!
- ▶ Do a countdown to delivery day. Post banners and flyers. It's fun to create a buzz throughout the school.