

“PERSONALIZED” DISTRIBUTION

Make a plan for accurately distributing personalized books, name plates, dust jackets, autograph supplements and World Yearbook/Our World supplements. Distributing books with name stamps requires extra diligence because accuracy is crucial.

MOST ACCURATE METHOD

- ▶ The most accurate method is to label EACH book with the buyer's name, even if it isn't personalized.
- ▶ The easiest way is to use technology to do a data-merge of buyers' names to create “bookmarks” to insert into each book, or you can write names on bookmarks or on sticky notes to insert into books. (Sticky notes work best because they don't slide down and get lost inside the book, but you have to hand-write sticky notes).
- ▶ This process is labor-intensive before distribution because it requires that you open each box and stand each book upright in the box so that the names can be seen above each book. However, there are many benefits for an easy hand-off.

BENEFITS:

- ▶ Ensures you give each student the right book
- ▶ Ensures you have reserved a book for each person who pre-ordered, which prevents you from accidentally overselling books
- ▶ Helps you accurately track who still needs to pick up books
- ▶ Makes it easy for school personnel to distribute books after distribution day because each pre-ordered book has a student's name on it
- ▶ Helps you find problems before distribution, which gives you time to proactively work out solutions. Finding and solving problems ahead of time will reduce tension and tempers the day of distribution, which is really helpful.
- ▶ Easier if you're able to enlist the help of a wide variety of helpers who have never worked yearbook distribution before (assistant principals, other teachers) because all they have to do is look for a book labeled with the student's name and give that book to that student (plus have them sign for it)
- ▶ Faster and most accurate distribution
- ▶ Happier parents, students and staff

THINGS TO CONSIDER:

- ▶ In addition to creating labels for each buyer's yearbook, this process requires several hours the day before distribution to open boxes, insert bookmarks/sticky notes, and put the books in alphabetical order. If the yearbook staff can be there to help (practicing social distancing), it's actually a lot of fun.
- ▶ Boxes are all opened, which makes them more difficult to store after distribution.
- ▶ You'll need to consolidate boxes as the event goes on. Boxes will begin to get half empty, and the books will slide to the bottom of the boxes, so having someone there to consolidate the books into fewer boxes AND keep them in alphabetical order as the day goes on is helpful.

LESS WORK METHOD

- ▶ The method with the least work before distribution requires the most diligence at distribution to make sure you give the right book to the right student.
- ▶ This involves simply highlighting the distribution lists so that it's really, really clear who gets a personalized book and then, when the staff member is handing a book to the student, they need to make sure they go to the right stack of books — either the stack with name stamps or the stack with generic books.

BENEFITS:

- ▶ Don't have to open boxes ahead of distribution day
- ▶ Boxes store easily after distribution since the books aren't standing up

THINGS TO CONSIDER:

- ▶ After passing out books for a while, it's easy to begin to not see the highlighting. The rows begin to blend together, and you can accidentally give a generic book to a student who does have a book with a name stamp on it.
- ▶ It's more important to recruit helpers for distribution who will be very careful and will pay attention to details.