

DRIVE-THRU DISTRIBUTION

DETAILS TO CONSIDER IN SCHEDULING DRIVE-THRU YEARBOOK DISTRIBUTION

Every school is different, so there's no way to provide one drive-thru scenario that will be successful for every school. Here are some aspects to consider before you attempt to create a schedule. Obviously, schools distributing fewer books and those with multiple areas available for pickup will be able to do this more quickly than schools of thousands with a single front drive.

Once you have brainstormed possibilities at your own school and made some decisions about processes that make most sense for your staff and your school, it will be easier to determine how many books you'll be able to distribute per hour and how many stations, hours or days you'll need plan for.

POSSIBLE LOCATIONS

- School bus lane(s)
- Front entrance to school
- Another entrance to school that may have a loading dock or back door that opens to a larger secured storage area, such as cafeteria or band room, where books can be kept safe — but still has capability for cars to drive through
- School parking lot area that is close to an entrance (so books can be inside) with canopy tents set up in case of weather complications

BEST POSSIBLE LOCATION:

OTHER LOCATIONS WE MIGHT CONSIDER:

SAFETY

- Keep staffing to minimum...perhaps a few extra teachers or parents to assist if needed.
- Nobody leaves their cars.

OTHER SAFETY GUIDELINES:

TRAFFIC

- Possible ways to avoid traffic back-ups
- Divide alphabetically (maybe also by class year) and designate specific times for pickup
- Have different areas for each class year and also do alphabetical times in each area (For example, seniors at front entrance, juniors at cafeteria, sophomores at gymnasium doors, freshmen in the student parking lot)
- Or, schedule the pickups on a reservation basis allowing people to sign up for times. (This may not be the easiest solution, but might work well for people who ordered personalized books and other accessories as it would allow the staff to handle those books in a specific window.)
- Need someone to direct traffic
- Need lots of signs
- May need people to direct cars to correct locations (especially if you have people picking up at different spots)

YOUR PLAN FOR DIRECTING DRIVERS:

ADVERTISING THE EVENT

Outreach and messaging possibilities

- School phone robo-calls or emails from the administration
- Details on school website
- Social media
- Staff phone call/text campaign
- Signs near campus
- Local media

WAYS YOU'LL COMMUNICATE ABOUT EVENT:

Messages to communicate (beyond the schedule)

- PROMOTE THAT ID IS REQUIRED (recommend receipt/email from YearbookOrderCenter.com)
- Have a plan in place for notifying if event will be cancelled in the event of weather issues

BOOK SECURITY

- How will books be kept secure before, during and after the event?
- Keep in locked location and closed boxes until they reach the pick-up area
- Move in small loads so that fewer boxes are out of secure area at once
- How will books be moved from secure storage to pick-up area?
- What will happen to books not picked up?

LOGISTICAL NEEDS

- Carts/dollies for moving — may need several of these if have various pick-up areas
- Box cutter to open boxes at pick-up area
- Adequate staffing to move boxes (recruit a few strong/able bodies to assist if needed)

HOW TO HANDLE NAMESTAMP/PLATE BOOKS (and other package items such as autograph supplements, dust jackets)

- Have first day of pick-up be for these books only (if you have lots of them)
- Have a separate pick-up area for these books
- Alphabetize and keep in order in separate boxes (if plates, be sure that plates are secured to books in some fashion)
- Depending on how many of these you have to distribute, come up with an efficient system for handing them off

SALES

- Have a separate area for on-site book sales...but be completely sure of how many you have available to sell before offering them as available

PROOF OF PICKUP

- What is the most touch-free way of providing proof of purchase? Do students have ID's they can show?
- Other ways of getting this proof?

QUESTIONS/PROBLEMS

- Should have a separate area set up for these so that the line is not held up

SUPPLIES

- Sales lists — divide lists by area of pick-up with names only on ONE list — to help ensure books don't get picked-up "more than once"
- Accurate count of available books to sell — also have a plan to accurately track this
- Receipt book
- Walkie talkies or cell phones
- Pens
- Cash box
- Highlighters
- Tables
- Packaging tape (for taping boxes not emptied)
- Box cutters
- Carts/dollies
- Masks, gloves
- Sanitizer and wipes
- Canopy tents (can likely borrow from parents, the school or booster groups)

OUR DRIVE-THRU DECISIONS

BEST LOCATION FOR DRIVE-THRU DISTRIBUTION AND LOGICAL NUMBER OF PICK-UP AREAS THERE

THINGS TO THINK ABOUT

THINK THROUGH THE PROCESS

From the time a car pulls up, record every step of a smooth and efficient pick-up and estimate the amount of time it will take to pick up each personalized book and each non-buyer specific book.

Non-personalized books

- Car approaches
- Greeting
- Check name/ID
- Collect signature
- Request "delivery"
- Car drives off
- Other variables

Personalized books

- Car approaches
- Greeting
- Check name/ID
- Collect signature
- Request "delivery"
- Wait for book/accessories
- Car drives off
- Other variables

ESTIMATED TIME PER PICK-UP

Non-personalized books _____

Personalized books _____

BREAKDOWN BY CLASSES

_____ GRADE _____

_____ GRADE _____

_____ GRADE _____

_____ GRADE _____

Number of personalized books sold _____

Number of books with other accessories _____

Percentage of "extra attention" books _____

(Books with any kind of "extra" divided by total books sold)

TOTAL BOOKS SOLD _____

PROPOSED PICK-UP SCHEDULE

Using the previous time estimates and number of books sold, create your schedule.

	Grade	Alpha segment	Location	Date/Hours	# to distribute
1.	_____	_____	_____	_____	_____
2.	_____	_____	_____	_____	_____
3.	_____	_____	_____	_____	_____
4.	_____	_____	_____	_____	_____
5.	_____	_____	_____	_____	_____
6.	_____	_____	_____	_____	_____
7.	_____	_____	_____	_____	_____
8.	_____	_____	_____	_____	_____
9.	_____	_____	_____	_____	_____
10.	_____	_____	_____	_____	_____
11.	_____	_____	_____	_____	_____
12.	_____	_____	_____	_____	_____
13.	_____	_____	_____	_____	_____
14.	_____	_____	_____	_____	_____
15.	_____	_____	_____	_____	_____