

DISTRIBUTION TIPS

1. SELECT THE DATE

Verify shipping and delivery dates with your yearbook rep. Be sure not to publicize the date of your distribution until your rep verifies the ship date for your books. Double check school calendar to avoid conflict with other activities and events.

2. SELECT A LOCATION

Determine date availability of venue, even if it is the same as previous years. Reserve the location, including time to set up and clean up..

3. DETERMINE TYPE OF EVENT

Decide whether you will hold a distribution event, a yearbook signing event or a combination of both.

4. PLAN EVENT DETAILS

Determine the details of the event, regardless of whether it is a chargeable early signing party or simply an after-school event.

5. ORDER SUPPLIES

Make a list of all necessary supplies needed for signs, food items, sale items (pens, plastic covers, autograph supplements), sound equipment, decorations, staff shirts, tables and chairs, etc.

6. DESIGN SIGNS

Make posters to advertise the event and directional signs to be used the day of the event. Make large signs that break up the alphabet (A-F, G-K and so on) to hang over the tables where books will be picked up. Use your list of students

who purchased books to determine where to break up the alphabet so that you can keep the lines as even as possible.

7. PUBLICIZE THE EVENT

Use the school information system (address system, website, newsletter, etc.) to publicize distribution date, time and location. Inform students what is needed to obtain their yearbook, such as student ID and/or receipt.

8. COMPILE SALES LIST

Compile a complete yearbook sales list to be used for distribution. Determine the best alphabetical breaks to equally divide distribution between tables. Make the necessary number of copies to be used by staff to highlight names as books are picked up and/or signed for.

9. DETERMINE ASSIGNMENTS

Assign teams of yearbook staffers to work the tables. Pairs work best with one person locating and marking off names while the other person pulls and hands out the book. Some schools require that each student sign for his/her book. Adult chaperones should also be scheduled at entry locations and throughout the area. Plan to take pictures to share at the year-end celebration or to be used to publicize next year's distribution.

10. SECURE THE YEARBOOKS

Be sure there is safe storage for the books once they are delivered on campus until the actual distribution event. Also, plan for storage if any books are not picked up at distribution. During the event, keep all books behind the tables (not up on the tables) so that they are secure.

