



ADVISER ASSISTANCE



HOW TO YBK

Giving Tuesday is around the corner

Did you know your school community has the opportunity to help us give to St. Jude Children's Research Hospital? Each year, we participate in the National Day of Giving, which is the Tuesday after Thanksgiving, and hold a one-day yearbook sales fundraiser.

For every book purchased through Yearbook Order Center on that day, Herff Jones donates a dollar to St. Jude.

Last year, we donated \$5,000!

[Download social media graphics](#) you can use to boost YBK sales and give to St. Jude. Make sure to use your school number and [YearbookOrderCenter.com](#) in all your promos.

If you're enrolled in [Sales Assist](#), there will be two November emails to share about this campaign.

Not using Sales Assist? Chat with your rep to learn more.



eDESIGN QUICK TIP: Looking to create your own social media graphics or get creative in your yearbook? Check out the greatness of Canva in eDesign. Katy Hoffstatter, one of our great Florida YBK reps, shares her [tips and tricks](#) about using the elements and templates. Find more [Canva Wow here](#) with others to come!

Need to rewind? All previous [Adviser Assistance emails](#) are available on their own page.



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