



YBK ALL DAY

Have fun this spooky season!

Have fun this spooky season! We know mid-October can get crazy with upcoming deadlines, book and ad sales and teaching all the things. If you need to slow down and take a step back, we have a few ways to give your staff a reset.

Photo Scavenger Hunt: Great photographers are everywhere! Share this [camera settings cheat sheet](#), then send your students on their merry way with this [Photo Scavenger Hunt](#). Dedicate one work session for students to show their skills to the class.

Encourage them to submit their photos to be featured on the My HJ login screens, social media and more! Share this link: herff.ly/submitphotos

Fall Sales Fun: Dedicate time for a fun sales campaign to promote book or ad sales! Bulletin board decorating is an easy hands-on activity for your students to show off their creativity. This may be a good time to create a promo code in eBusiness for a discounted yearbook.

A reminder to use promo codes for special occasions and to create a sense of urgency to buy a book while it's on sale. Read these [do's and don'ts](#).

Staff Bonding: Plan for a no-work class to spend time celebrating your successes so far this school year. Grab some pumpkins (fake pumpkins work too!), paint and paintbrushes for a mini-art session.

These could be used for book sales or just a fun take-home gift. Let your students show off their Picasso skills and tag [@hjyearbook on Instagram](#), so we can share!

Photo from Allegan HS in Allegan, MI.

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



Herff Jones Yearbook recycles 2,000+ tons of paper and 200+ tons of aluminum plates every year.

You are receiving this email because you registered to receive email communication from your local Herff Jones rep or through a recent purchase.

This email was sent by:
Herff Jones, Inc.
4625 W 62nd St Indianapolis, IN 46268-2587
We respect your right to privacy - [view our policy](#)
If you have questions or concerns: 800-837-4235
[View Online](#) | [Unsubscribe](#)