



YBK ALL DAY

Sell (and give!) more during the holidays

Did you know your school community can 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, Varsity Brands donates a dollar to St. Jude. Last year, we donated \$5,000!

If you're enrolled in Sales Assist, there will be two November emails on 11/16 and 11/28 related to this campaign. Not using [Sales Assist](#)? Chat with your rep to learn more.

Use these other ideas:

- We loved this [Halloween promotion idea](#) from Northeastern HS in Manchester, PA. They brought awareness to yearbooks on sale with an interactive "Find the Ghost" sales promo. You could replace the ghost with a leaf, pumpkin or any other fall icon.
- These [parking tickets](#) are a great way to grab students' attention to buy a yearbook (and maybe check their parking skills). Thanks for sharing, Plant City HS in Plant City, FL.
- REEL your buyers in. Instagram Reels are fun to make and get your students to use trends to promote book and ad sales. This [Instagram reel from Dobson HS](#) in Mesa, AZ introduced new staff while also reminding everyone why they should buy a yearbook.

Follow us at [@HJYearbook](#) and remind your students to tag us and use #YBKAllDay, so we can show off their great ideas!

FRIENDLY REMINDER • FRIDAY DEADLINE

Each year, we take time to celebrate our YBK reps with the Above and Beyond awards. If you would love to nominate your rep, please [complete this form](#) by Nov. 17.

Thank you for taking the time to tell us why you believe they deserve to be recognized!

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.

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