



## VARSITY YEARBOOK

### Spring into action!

The fun hasn't stopped for the 2023-2024 school year. If anything, we're just getting started!

#### THE YEARBOOK MAGIC IS HAPPENING:

The Kansas City yearbook plant is in action printing 2024 yearbooks! On April 3 and 4, we hosted schools attending the Spring JEA/NSPA National High School Journalism Convention for tours of the place where the yearbook magic happens. [Check out this quick recap from Parkway West HS \(MO\).](#)

#### NEW YBK DAY SOCIAL GRAPHICS:

[Download these ready-made social media graphics](#) or [customize this Canva template](#) with your own YBK Day information. Don't forget to [tag @varsity\\_yearbook on IG](#) in your delivery and Distribution Day excitement!

#### SELL THOSE FINAL BOOKS:

Hop into Send and Sell and use the email verbiage below. Plus, it will help answer those "Did I buy a yearbook?" questions.

#### SAMPLE EMAIL:

*Now's your last chance to buy a yearbook. We can't guarantee {Student First Name} will get a book unless you order before {Sales Deadline}. Buy the book your student will always cherish. They'll thank you later.*

*CLICK HERE to purchase a yearbook today!*

*P.S. Unsure if you've purchased a book? Search your email for "Yearbook Confirmation" or "YearbookOrderCenter" to look for the receipt you would have received at the time of purchase!*

#### START THE COUNTDOWN:

We've shared these already, but they're too good not to use. You can [customize this Canva template](#) OR [download the ready-made graphics](#). Here, you can also [download PDF flyers](#) and place around your school.

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



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

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