



VARSITY YEARBOOK

Time for a Reset

As we dive into mid-November, we know it can be a whirlwind with deadlines, book and ad sales. If you and your staff could use a break, we've put together a few ideas to help everyone refresh and reset.

Photo Scavenger Hunt: Share this [camera cheat sheet](#) and let students go on a photo hunt! Dedicate a class session to showcase their work, and have them [submit favorites to be featured](#) on Varsity Yearbook login screen and social media.

Fall Sales Fun: Add some seasonal flair to your book or ad sales with a themed campaign! Decorating a bulletin board in a high traffic area can be a great way to promote sales. Consider using a promo code in eBusiness for a special yearbook discount.

Staff Bonding: Plan a no-work class session to celebrate your team's successes! Grab some canvases, paint and brushes for a mini-art break. Let students share their creations and [tag us on Instagram](#) so we can showcase their work!

Exciting things are coming!

Giving Tuesday is Dec. 3.

For each yearbook purchased on Dec. 3 through Yearbook Order Center, Varsity Yearbook will donate \$1 to St. Jude Children's Research Hospital — up to \$5,000.

We will include this message in our Nov. 27 and Dec. 3 Sales Assist emails. Use these [social media graphics](#) to begin your promotion. Reach out to your rep for questions.

The Book Sales Blitz is back!

From Dec. 2 to Dec. 20, we're ready to see how your yearbook staff can take their book sales to the next level.

Each week will feature a new challenge to be entered to win our prizes. [Get the details here.](#)

eDesign Tip of the Week:

Sorting and filtering images can be easy using these advanced filter options. [Check out this quick tutorial video.](#)

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



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