

DISTRIBUTION EVENT TYPES

YEARBOOK SALES = PARTY TIME

When a large percentage of students buy the yearbook, it's the perfect excuse to throw a celebration that boosts school spirit and makes the yearbook feel like a must-have tradition.

- If your school includes the yearbook in student fees, so every student gets one — use that to your advantage! Host a schoolwide celebration with the yearbook at the center. It becomes more than just distribution — it's a moment that brings everyone together
- If you're working to grow your book sales or rebuild your program, promoting an epic end-of-year party can help drive interest. If students are scrambling for tickets, that's a good sign. Some schools even charge a small entry fee to help cover snacks, entertainment or supplies.
- If you sell out of books, congrats! That's a good problem. While some parents may be disappointed, it creates urgency and encourages early purchases next year.
- **Pro tip:** Be sure to provide pens, comfy spaces and time for students to sign each other's books. For many, this may be the only opportunity to do so, and having an organized time outside of class is a major bonus.

SCHOOLWIDE YEARBOOK FESTIVAL

At schools where every student receives a yearbook, the distribution event becomes a full-on festival.

- Think food trucks, shaved ice, inflatables — total fun zone.
- When the whole school gets involved, the energy skyrockets and the yearbook staff gets to enjoy the spotlight they've earned. It becomes one of the most anticipated days of the year.

THE BIG REVEAL

Turn distribution day into a moment of magic with a big reveal.

- A schoolwide assembly or senior-only event in the auditorium is a great place to premiere a video or slideshow that teases the book's theme and highlights.
- If the yearbook is being dedicated to a beloved teacher or administrator, this is also a great time to do it in front of the whole school.

CAN'T THROW A BIG PARTY? STILL MAKE IT SPECIAL.

Even if a massive celebration isn't possible, you can still make yearbook distribution feel festive:

- Decorate with balloons, banners and streamers
- Run a slideshow in the cafeteria of behind-the-scenes photos, extra images or sneak peeks
- Count down to YBK Day with posters and social media buzz
- Host a mini pizza party for your yearbook staff — they've earned it
- Present yearbooks to administrators with flair (consider custom nameplates or editor shoutouts)