



ADVISER ASSISTANCE



VARSITY YEARBOOK

Plan for extra copies

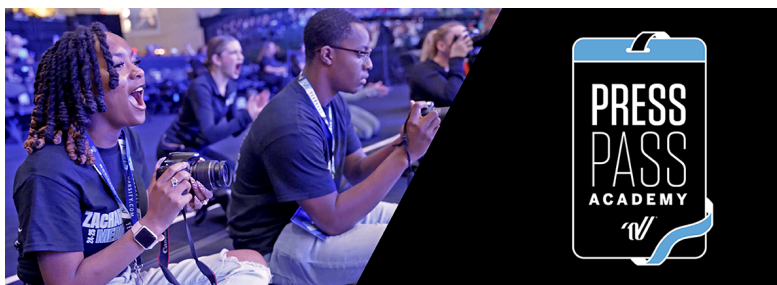
Before you go, make sure to wrap up the year strong — sell or distribute all extra copies before summer starts. Our KC plant often prints overruns to cover any potential damaged copies, and we pass those extras along to you. [Learn more about overruns here.](#)

Consider selling these books at full price to raise money for your school. Think of it as an easy bonus fundraising opportunity! Here are some ideas:

- Use your school's social media to let families know how many books are left. Be specific: "Don't wait! Only 15 books left!"
- A sold-out post is powerful, too! Let your community know when you've sold the last copy. It builds excitement (and demand!) for next year's book.
- Run a list of seniors (or other graduates) who haven't purchased a book yet and contact their families directly via Send and Sell.

Explore contests and critique opportunities. Look into your local, state or national organizations. Consider options from NSPA, CSPS, JEA or Quill & Scroll — each offers unique opportunities to showcase your publication and gain national recognition.

Send it in for consideration in [Portfolio 31](#). You can use an overrun copy for your submission, but be sure to follow all credit instructions from your rep or CSA before mailing. If your school's city and state are not on your spine, please include a note with that info in your book shipment. *Reminder, spring-delivery books must be submitted by July 1 and summer/fall-delivery books must be submitted by Sept. 30.*



What if your yearbook staff could be on the sidelines at one of the largest national high school cheerleading, dance and school band competitions?

Press Pass Academy gives your yearbook staff a front-row seat to the action — at the ESPN Wide World of Sports Complex at *Walt Disney World*® Resort where they'll have the opportunity to capture the energy of cheer squads, dance teams and school bands at the National School Spirit Championships. It's the ultimate real-world journalism experience.

ARE YOU IN?

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