



nova YEARBOOKS

dream. build. celebrate.

MAKE YOURSELVES KNOWN

BACK-TO-SCHOOL EDITION

BOOK SALES

- Talk to your school's webmaster. Ask the webmaster to make the link to yearbookordercenter.com front and center on the website. Provide the .png from the Work the Plan booklet found in Your Kit.
- Reach out to the PTSA. Ask the PTSA's webmaster to post the yearbookordercenter.com link on their website, too.
- Hang up posters and banners for Orientation, Schedule Pick-up, whatever event will bring students into the building before school starts.
- Get the Announcement Flier from eBusiness added to the Back-to-School packet, whether that packet is digital or paper.
- Create a postcard to publicize the website and toll-free number. Yearbook staff members can distribute the postcards during orientation, schedule pick-up, etc.

CONTENT GATHERING

- Log into eShare Admin. Go through the eShare Admin Wizard. Check your code, and if you haven't already, personalize your school code for your school. Be sure to leave your upload date open-ended. Also, delete photos from last school year.
- Create a postcard or order cheap business cards from VistaPrint to publicize the eShare code.
- Attend the first PTSA meeting as well as the first meeting of all parent booster groups: Music, Theater, Academic and Athletic. Distribute eShare code. Explain how the booster organizations can help the yearbook staff.
- Make a video for the morning announcements to ask students to submit summer photos.

RECRUITMENT

- Order staff T-shirts for the start of the school year. Wear these shirts when you visit parent groups, PTSA meetings. In addition, wear these shirts when you distribute sales fliers and eShare info at before school events as well as Back-to-School Night. You can order the YearbookNV T-shirts by visiting this link: <http://tinyurl.com/2013YBKshirts>