



nova YEARBOOKS

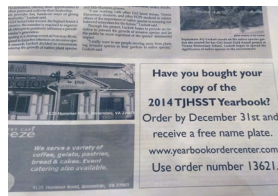
dream. build. celebrate.

MAKE YOURSELVES KNOWN

SECOND QUARTER BEGINS

BOOK SALES

- Cross reference the list of people who purchased a baby ad and the people who purchased yearbooks. Call or send a postcard to the parents who purchased an ad, but not a book.
- Check your school website. Can you easily find the way to buy a yearbook?
- Order or create business cards. Distribute them when you interview students. Include Order Center website, phone number and your school job number.
- Create \$10 or \$20 coupons for students on free and reduced lunch. Give the coupons to guidance counselors to distribute to eligible students. Ask Kara how to set up eBusiness so you can record these in-school sales.
- Find an additional way to advertise:
 - > Distribute reminders printed on 5160 labels at lunch or as students board the buses?
 - > A note on the report card?
 - > An ad in the fall play program?
 - > An ad in the school newspaper?



RECRUIT STAFF

- Are we having fun yet? Post pictures of the shirts you wear, the food you eat and the fun you have while you are creating the yearbook. You have fun! You know you do! Show off, so others will want to join you.
- Invite a responsible friend/prospective staff member to a work night or a photo shoot. Any prospective staffer would be willing to eat your food and check some names.
- Look at the bench. Which new staffers are doing great work? Recognize them with paper plate awards or in another creative way. Tell the newbies how awesome they are! Lavish them with praise; then, give them a "special job." That "special job" can always be checking names.
- Compose a letter to department chairs asking them to provide a list of ten hardworking and organized students whom they would recommend for yearbook.

EXPAND YOUR COVERAGE

- Make and distribute 5160 labels to publicize eShare.
- Reach out to parent groups - the PTA, Band Boosters or Athletic Boosters. Attend a meeting. Email the president.
- Visit the photography classes. Would anyone be interested in taking photos for the yearbook? Offer them a staff T-shirt and photo credits galore.