



2020-21 YEARBOOK

QUICK START GUIDE

BY SCHOOL ANNUAL



LET'S GET STARTED! →

BEFORE WE GET STARTED...

Our advisers are resilient! Many things are uncertain for this school year, apart from one truth. Your students deserve to be celebrated. Their stories and memories should be remembered forever. While the events you traditionally cover may not happen, there will be a school year. Your yearbook unites your students and school community.

This is going to be your most valuable and memorable yearbook yet. How you create your 2020-21 yearbook may require some extra creativity, but we know you're up to the challenge. We're ready to support and inspire you along the way.




QUICK START TO YEARBOOK IN 3 STEPS

STEP ONE



1

Ask for help! Start to build partnerships with other faculty, staff, parents, students and members of your community.

- Ask faculty and staff members for their support this year by sending an email, text or a letter! **See page 3 for a template.**
 - Ask parents for their help and involvement this year by sending an email, text or a letter! **See page 4 for a template.**
 - Use your school website, newsletter, email, social media, etc. to promote and sell the yearbook early in the year! **See page 5 for a few templates.**
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FACULTY AND STAFF SUPPORT TEMPLATE

To the [School Name] Faculty & Staff,

I am so excited to get started on our 2020-21 yearbook! When we look back in history, this will be the yearbook our students will want to pick up and show their children. This year, more than ever, I need your help to create the book.

What are some ways you could help?

- Email me your plans on how you will advise your club/organization/team.
- Let me know if you have any special lessons planned to feature. Students competing in a talent show over Zoom? Participating in a virtual science experiment? I want to hear about it!
- If you are an athletic coach, communicate your plan for this year (practice dates, rosters, etc.). If there are any parents you rely on for pictures, please share their contact info with me.
- Take screenshots/photos of anything that happens in your classroom (whether virtually or in-person) no matter how “boring” you think it might be!
- Highlight any students who are doing something awesome. Did you hear that Sarah collects vintage clocks? Or Sam volunteers at a food shelf? Email me!

This is our chance, collectively as a school and community, to create a yearbook our students will remember forever. Thank you in advance for being a part of it.

Sincerely,
[YEARBOOK ADVISER], [EMAIL ADDRESS]



PARENT SUPPORT TEMPLATE

To the [School Name] Parents,

As we enter into a year of uncertainty, one thing is certain: your student deserves to be celebrated. Every student has a story, and every story deserves to be told. When we look back in history, this will be the yearbook your student never forgets! **This year, I need your help to create it.**

Below are some ways you can help guarantee your student is featured in the yearbook. Photos can be submitted to me [insert email address] or by visiting [this link] to upload to our Private Photo Submission site.

- Capture candid (not-posed) moments of your student, learning virtually or headed off to school.
- Is your student part of a club/organization? Help gather photos of their meetings, practices or virtual events.
- Is your student an athlete or part of extracurricular activities? Share your student’s story and photos!
- Is your student participating in a special lesson? Students competing in a talent show over Zoom? Participating in a virtual science experiment? I want to hear about it!
- Take photos of anything that happens in your home that connects back to our school, (whether virtually or in-person) no matter how “boring” you think it might be!
- Is your student doing something awesome? Lily is making face masks for hospital workers? Mitch is volunteering at an animal shelter? Email me!

This is our chance, collectively as a school and community, to create a book that our students deserve! Thank you in advance for being a part of it.

Sincerely,
[ADVISER NAME], [EMAIL ADDRESS]



PROMOTIONAL TEMPLATES

Back to School:

This year's yearbook will be one for the history books. Although it will be a unique challenge to capture the story of the year and the students of our school, we are so excited to get started!

Did we mention the yearbook is on sale? Visit schoolannual.com to purchase for the lowest price of the year!

Photo Requests:

To our [School Name] community: the yearbook adviser needs your help!

This year's yearbook is one you will NEVER forget. In fact, we're covering students like never before.

This is where you come in. Parents, students and members of our community can all be a part of the yearbook this year by emailing photos to [emailaddress@something.com] or visit [this link] to upload your pictures to our yearbook creation site.



PROMOTIONAL TEMPLATES



FORGET TO BUY A **YEARBOOK?**
THAT WOULD BE RUFF.



**BUY YOURS
ONLINE NOW!**

STEAL THIS!



Yearbook Sales:

Trust us, this year's yearbook is one you'll never forget. We are documenting this one-of-a-kind year like never before. Order at schoolannual.com before the price goes up!



QUICK START TO YEARBOOK IN 3 STEPS

STEP TWO

2 Create a plan for gathering and organizing photos.

- For parents, promote and share your Private Photo Submission link. This is an effortless way to have parents privately submit photos directly to you.

How to Enable Private Photo Submission

Login to School Annual Online. Using Plan > ReplayIt, enter the details of your private photo submission site (start/end date, maximum number of images that can be uploaded). Click “Save” and the screen will update with a URL to your private photo submission website and a user ID (above maximum photos). Use this User ID to log in to your private photo submission website.

- Talk to your portrait photographer ASAP. Set dates and backup dates. Push to have portraits taken as early as possible.

QUICK START TO YEARBOOK IN 3 STEPS

STEP THREE

3

Don't stress about your ladder, know your deadlines and promote online yearbook sales!

- Try not to stress about the ladder. In fact, we think your ladder will require very little change! Here are some fun and simple spread ideas:
 - First Day of School – getting on the bus, first day of distance learning
 - Music – students at home playing instruments, create “homemade” instruments, favorite songs to listen to in the car, favorite type of music, living room dance party
 - Food – cooking with family, favorite foods, snack time, family recipes
 - Celebrations – birthdays, family/friends traditions, cultural events, holidays
 - Science/Math – at home experiments, favorite STEM toys, favorite computer games, YouTube shows or apps that help teach science/math
 - P.E. – anything outside, playing, water games, swimming, home projects
 - School Spirit – have teachers, students and parents dress up in spirit wear
 - Quarantine – students with the best face masks, coolest video call backgrounds, favorite quarantine activities
 - Family – fun facts about parents or siblings, family game nights, vacations, unique traditions

QUICK START TO YEARBOOK IN 3 STEPS

STEP THREE

3

Don't stress about your ladder, know your deadlines and promote online yearbook sales!

- Know all your deadlines! Write them down on your calendar. Connect with your yearbook representative if you are unsure or have questions.
- Promote the simplicity of buying a yearbook online! Before you get started, contact us to set up your platform.

Benefits of Online Yearbook Sales

- Parents are used to paying for all sorts of products and activities online.
- Reduces the amount of cash and checks for you to handle.
- We take care of the payments and put all money toward your yearbook bill.
- As part of the yearbook sale, you could give parents the option to “donate a book” to a less fortunate student who may not be able to purchase the book.
- In contrast to other yearbook companies, parents and the school are not responsible for any online transaction fees. School Annual covers it!

YOU GOT THIS!

This will truly be a year we never forget. Be on the look out for more helpful resources and creative ideas from us this fall. We can't wait to see what you create and document this year. Let's do this!

If you have any questions, please reach out to your yearbook representative, email yearbook@schoolannual.com or give us a call at 1-800-436-6030.