

Back-2-School Yearbook Checklist

- ☐ Get your committee/staff/helpers organized.
- ☐ Choose a yearbook company.
- ☐ Verify your deadline and ship date.
- ☐ Plan to promote early. Try selling during registration, open house or with a flier in back-to-school information packets from the teachers.
- ☐ Order marketing materials (Free with School Annual).
- ☐ Ask your school if you can advertise the yearbook on the schools social media page, website or with the schools push notification system.
- ☐ Select a theme for this year's yearbook.
- ☐ Talk to your school's portrait photographer and make sure portrait day is set.
- ☐ Make a photo coverage plan using the schools event calendar.
- ☐ Take lots of Back-to-School activity photos.
- ☐ Choose a yearbook cover.
- ☐ Start designing and have fun with it!