

PLAN IT!

Fall Delivery



FALL DELIVERY

AUGUST/SEPTEMBER

- Last years books arrive.
- Plan a yearbook distribution event.
- Meet with your Friesens Print Consultant.
Discuss the following:
 - Training needs
 - Yearbook specifications
 - Price
 - Prepayment
 - Deadlines and delivery date
 - Marketing plan.
- Meet with the Principal and send an email/ memo to all teaching staff.
- Select or recruit your Editors (if not already done the previous spring).
- Meet with the whole yearbook staff.
- Equipment check (cameras, computers, software).
- Create internal production schedule to meet deadlines.
- Finalize Friesens submission deadlines.
- Compile a list of all sports teams and clubs.
- Compile a list of ALL activities that will happen during the year.
- Fill out the Planning Calendar.
- Prepare a Page Ladder.
- Work on theme for the yearbook.
- Start back-to-school coverage.
- Begin coverage of fall events, sports, clubs, academics.
- Hold a workshop.
- Launch a yearbook marketing campaign.
- Start selling yearbooks.
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SEPTEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY



FALL DELIVERY

OCTOBER

- Continue marketing campaign.
- Finalize theme, fonts, colours, design style, and Page Ladder.
- Design the cover, endsheets, and page layout templates.
- Make sure portrait retakes are scheduled.
- Continue coverage of fall sports, clubs and activities (photography and interviews).
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OCTOBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY



FALL DELIVERY

NOVEMBER

- Continue book sales.
- Keep up the marketing campaign to promote yearbook sales.
- Upload and edit portraits.
- All templates should be completed.
- Submit first batch of pages.
- Start planning for the marketing and sale of 'Business ads'.
- Start planning for the marketing and sale of 'Buddy ads'.
- Begin coverage of winter sports, clubs and activities.
- Update the Planning Calendar with any new developments.
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NOVEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY



FALL DELIVERY

DECEMBER

- Continue books sales (you can still change quantity when you approve your cover proof).
- Finalize the cover and endsheet design and submit to Friesens.
- Finalize and approve fall sports, clubs, and activities pages.
- Finalize portrait page designs and submit pages.
- Start planning for the marketing and sale of 'Grad ads'.
- Collect payment and content from parents/businesses that are advertising in the yearbook.
- Continue with coverage of winter sports, clubs and activities.
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DEC.

DECEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY



FALL DELIVERY

JANUARY

- Review deadlines for the upcoming months with yearbook staff.
- If Friesens has sent you cover and endsheet proofs, approve them and return.
- Finalize portrait page designs and any pages left over from the first half of the year.
- Send letter to parents about book sales including information about Parent Ads/Grad Ads/Buddy Ads.
- Start collecting grad quotes and baby pictures.
- Grad portrait image files should arrive soon.
- CELEBRATE SUCCESSES – Take time to celebrate milestones and small goals. Bring cupcakes or cookies one day for an extra treat. It isn't a day off, but it is a little "Yay Us" moment.
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JAN.

JANUARY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY



FALL DELIVERY

FEBRUARY

- All fall event write-ups and photos are placed on pages.
- Finalize grad quotes and baby pics.
- Finish any pages that can be completed, don't let them lag behind!
- Upload and edit grad portraits.
- Design grad portrait pages.
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FEB.

FEBRUARY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY



FALL DELIVERY

MARCH

- Submit pages for your first deadline.
- Edit grad portraits.
- Grad portrait pages should be approved by months end.
- Review your calendar of events to ensure everything is being covered.
- Check to see if you are missing any photos or write-ups.
- Finalize winter activities, sports and clubs pages.
- Start coverage of spring sports, clubs and activities.
- Finish any pages that can be completed, don't let them lag behind!
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MARCH

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MAR.



FALL DELIVERY

APRIL

- Keep close tabs on production schedule and submit pages on time.
- Continue coverage of spring sports, clubs and activities.
- Create graduates/senior layouts.
- Grad pages should be templated now so you just need to drop images and text in.

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APRIL

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APR.



FALL DELIVERY

MAY

- Last chance to find missing pictures and write-ups.
- Start finalizing spring activities/sports/clubs pages.
- RECRUITMENT PLANNING – Get a head start on building your yearbook team for next year. This could include applications and a "job" interview, or ask fellow teachers and staff if they know of any students who would do well in yearbook.

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MAY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY

MAY



FALL DELIVERY

JUNE

- Final deadline (final deadline may happen in the first couple of weeks in July).
- Notify Friesens of your summer contact information.
- Double check delivery date with Friesens.
- Plan yearbook distribution.
- Provide prepayment info to your school's accounting clerk for next year's prepayment.
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JUNE

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JUN



FALL DELIVERY

JULY

- Finish any outstanding pages.
- Verify all is complete with Friesens.
- **DELAYED SUBMISSIONS** – If you have missed deadlines you need to talk to your Friesens consultant.
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JULY

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