

PLAN IT!

Spring Delivery



SPRING DELIVERY

AUGUST/SEPTEMBER

- 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



SPRING DELIVERY

OCTOBER

- Continue book sales (remember, the more sold... the lower the price for everyone).
- Continue marketing campaigns to promote yearbook sales.
- 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



SPRING DELIVERY

DECEMBER

- Continue books sales (you can still change quantity when you approve your cover proof).
- 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'.
- If Friesens has sent you cover and endsheet proofs, approve them and return.
- 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



SPRING DELIVERY

JANUARY

- Review deadlines for the upcoming months with yearbook staff.
- 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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JANUARY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY



SPRING DELIVERY

FEBRUARY

- Double check schedule for spring sports, clubs and activities.
- Update the Planning Calendar with any new developments.
- Find out if you are missing any photos or write-ups.
- Finish any pages that can be completed (don't let them lag behind!).
- Grad quotes and baby pictures should all be in by the end of this month.
- Upload and edit grad portraits.
- Design grad portrait pages.
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FEB.

FEBRUARY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY



SPRING DELIVERY

MARCH

- Finalize winter sports, clubs, and activities pages.
- Finish any pages that can be completed, don't let them lag behind!
- Grad portrait pages should be approved by months end.
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MARCH

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MAR.



SPRING DELIVERY

APRIL

- Keep close tabs on production schedule and submit pages on time.
- Continue coverage of spring sports, clubs and activities.
- Final review with editors.
- Be aware of your final page deadline.
- Confirm final submission email sent from Friesens. Verify specs are correct.
- DELAYED SUBMISSIONS – If you have missed deadlines you need to talk to your Friesens Print Consultant.

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APRIL

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY

APR.



SPRING DELIVERY

MAY

- Return or approve all proofs to Friesens.
- Confirm final submission – verify all is correct.
- Start looking for staff for next year’s book.
- Organize yearbook delivery day event.
- Verify delivery date with Friesens.
- 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



SPRING DELIVERY

JUNE

- Notify Friesens of your summer contact information.
- Provide prepayment info to your school's accounting clerk for next year's prepayment.
- Start developing next years theme, sales strategy and designs with new yearbook team.
- Hand out books.

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JUNE

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