



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 (camera's, 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

SEPTEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
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AUGUST

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OCTOBER

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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)

OCTOBER

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SEPTEMBER

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NOVEMBER

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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

NOVEMBER

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OCTOBER

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DECEMBER

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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

DECEMBER

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NOVEMBER

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JANUARY 2017

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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 "Yeah Us" moment.

JANUARY

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FEBRUARY

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FALL DELIVERY

FEBRUARY

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

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MARCH

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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!

MARCH

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FEBRUARY

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APRIL

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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.

APRIL

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MARCH

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MAY

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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.

MAY

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JUNE

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FALL DELIVERY

JUNE

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

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JULY

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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.

JULY

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JUNE

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