

# 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 some free marketing materials.
- 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 yearbook 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!