

NEED HELP SELLING YOUR YEARBOOK?

[START HERE](#) for all resources.

PEP Emails

If you're not signed up for this free program, contact your rep today. It's not too late.

Posters/Signs

You should have a poster or flyer at the front entry door. Place one by the attendance office where parents would see it if they come to campus to check out their student. Place them all over. [Order here if you need more.](#)

Yard Signs

Remember, moms are the typical buyers. And moms drop off or pick up students from school. Flood the pick-up line area with yard signs.

Personal Notes

Use your coverage report and let students know they are in the book. If you don't have Walsworth's "You're in the Book" notepad, contact your rep. [You can also create your own here.](#)

Social Media

Don't just post on your staff's social media account. Share graphics with your school webmaster to place online. Share with every club and sports team that has a social media account. Give a grade to your students for posting about sales. Recruit your students' parents to post on their social media accounts. [Use these for starters.](#)

Home Games

Set up a booth at the entryway to basketball or soccer games. Have an iPad or computer right there for them to purchase. Show off last year's book or pages you've completed. Have a flyer with the link for parents to take home.

Dum Dums

Buy some Dum Dum suckers. Have your students tape a "Don't be a Dum Dum, Buy a yearbook" to the sucker and hand out at the exit doors at the end of the day.

Sidewalk Chalk

Have your students "graffiti" the sidewalks with [chalk](#) to "Buy your Yearbook" and the website. Bonus- Make it visible to parents in the pick up line. (Be sure not to leave any sidewalk chalk out for others to graffiti. :)

Tie Dye Shirts

Have a party after school tie-dyeing. Write "Buy your Yearbook" on the shirts when they are done. Have your staff wear them all on the same day. Bonus- Have your students bring their elementary and/or middle school books. The talk around school will be YEARBOOKS.

White Board Messages

Ask each of your students to ask other teachers if they can write a message "Buy your Yearbook" on the board.

Canvas Post (learning management system)

Leave a parent and student message on your learning management system. Ask your teacher friends to create a post as well. Share your graphics with them. [Here are some Canva templates.](#)

Shipping Labels

Print shipping labels for your students to hand out to friends and classmates. Be creative with these sayings. "I'm cool. I bought a yearbook." "Don't be left out. Buy the book."

Clothespins

Write "Buy your Yearbook" on one side of a wooden clothespin and "www.yearbookforever.com" on the other. Have your students clip these on students' backpacks, hoodies, lockers, etc.

Bought List

Print a list of buyers and place it in the cafeteria. Bonus: Have students set up a table for lunch and hand out candy to those who purchased. Be sure to have order forms for the non-buyers.

Morning Announcements

Submit a fun announcement for the morning announcements. We had a kid who could rap once get on the PA. It was GREATNESS!

Vending Machines

Ask your person (or find the stocker) in charge of the vending machines. Ask to place a "Buy your Yearbook" [sticker on all the items in the vending machine.](#)

Parking Violations

For high school campuses, attach a "Parking Violation" on car windows. (Get permission first, of course.) You can [print these from here.](#)

Call Last Year's Buyers

Look up in 360 who purchased a book and compare this year's list. You know these parents are buyers, so have a call night where students and parents call all the buyers from last year who haven't purchased yet.

Last Day Sales

Most people ask when the last day to buy is. SO, give them a day. Promote it hard. We always ordered custom postcards that would be mailed that week. Have your principal send a school-wide email about the "LAST CHANCE" to buy.

[Order customized marketing materials](#)

[Use this booklet for more ideas](#)

[Create your own flyers and order forms here](#)

[Use these Canva templates](#)