

FEBRUARY CHECKLIST



INDEX. It's never too early to get this big task started. The more passes you do now, the easier it will be when it's time to put it on your spreads. Ask us for our "quick clean up" tips and tricks!



KEEP SELLING YOUR BOOKS. This is the month of love, and who doesn't love yearbooks?! Plan a Valentine's Day sales campaign or a Spring Fling sale. Let them know it's their last chance to pre-order before prices go up or you sell out. We have tools to make it easy!



SNEAK PEAKS. Put sample spreads around campus and post photos from the book or mods from your pages online to generate a buzz about the book. If you share it, they will buy it!



RECRUIT. Put the word out that you're looking for staff members for next year. Send out applications, host interviews and request recommendations. We have all the [RESOURCES](#) you need for the entire process.



BEGIN TRAINING FOR NEXT YEAR. Have EIC candidates "shadow" this year's editors as they work through finishing up the book. Have them begin training next year's new staffers on basic page design and eDesign basics.



BEGIN PLANNING DISTRIBUTION DAY. Check in with your administration regarding the date and procedures for distribution. Are you hosting a signing party? A senior assembly? Pick up days by grade? Get the plan nailed down now so you can focus on the details and organization.



SPRING SPORTS. Get contact info for Spring sports coaches and discuss team photo dates and potential must-cover games this season.