

THE YEARBOOK LADIES AUGUST CHECKLIST



BUDGET AND DEADLINES. Meet with your rep and go over your budget and deadlines. Be sure this year's budget takes any changes in student population or external revenue sources. Check deadlines against your school's calendar and factor in non-school days when setting dates.



CURRICULUM OPTIONS. No matter your teaching style or digital vs hard copy preference, Varsity has the curriculum for you. [WELCOME TO YBK](#) is a printed student workbook and teacher guide with online support materials. You can get it [HERE](#). Check out more online teaching tools [HERE](#).



VIDEO TUTORIALS. Prefer to teach with the help of videos? eDesign users can click on the HELP button from the home or ladder pages. InDesign users can click on the LEARN tab on the home page at myhjyearbook.com.



SELL YOUR YEARBOOK! Don't miss opportunities like registration or back-to-school night to sell your book directly to parents. Consider a Back-to-School one day or one week sale with the lowest price of the year. Start blasting your Social Media channels now for the most impact. Check out our selection of yearbook sales posts [HERE](#).



GET CLICKING! All staffers should be out taking pictures **NOW**, even if school hasn't started yet. Think sports practices, summer jobs, back-to-school shopping, etc. And be sure to cover any registration/orientation events and, of course, the first day of school.



THINK THEME. If you attended a summer workshop, now is the time to solidify your theme concept, colors, fonts and graphics. No workshop this summer? No problem! Get started on your theme conversations with our helpful "Dream Your Theme" packet found [HERE](#).

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