



HELP

MONEY PROBLEMS?

Looking at your budget and things just aren't adding up the way they should be? Book sales are down, ad sales are non-existent and fundraising just isn't happening. What do you do? Here are some possible solutions that might work for you.



HOLIDAY HELP

If book sales are down, this is a superb time of year to try and get them back up. There is every chance you are reading this the first week of December so we have to act fast. Do the following (follow this step by step) before Friday of this week.

1. Make a list of every student who has not bought a yearbook as of today. Hopefully, this list already exists. Hopefully, it is a short one (less than 200 people). If it is longer than 200, focus on 10 non-buyers for each member of your yearbook staff with seniors being your priority targets.
2. Get phone numbers for the parents of these students.
3. Create (or find) a gift certificate for a yearbook (check your Sell It box in your Yearbook Kit).
4. Write a short script that you can give each staff member offering the parents the students are calling a yearbook to give to their child as a holiday gift.
5. Give each staff member 10 parent phone numbers to call. If you can bring the students into your school offices and do all the phoning from there, that is the best way to do this. However, more than likely, staffers will need to call from home or use their cell phones.
6. Send out gift certificates to those parents who placed an order and from whom you received payment.

THEY BOUGHT A YEARBOOK—SELL THEM MORE

How many yearbooks have you sold? Buyers who have already bought your product are your best prospects. Each one of those represents another sale you can still make. We're talking about add-ons to the yearbook they have already bought. And no, it's not too late to do that.

Consider any of these (call me for pricing) and then offer them to your students who have already bought (for a limited time) for a few dollars more. Many schools annually raise an extra \$5 to \$10 per book buyer offering all of these.



Personalization



Plastic Covers



Photo Pockets



Hear the Year

CONSIDER THIS WEB-BASED FUNDRAISER

Have you heard of escrip.com? We recently heard from an adviser who told us, "Our entire program is supported by escrip.com kickbacks. Basically, people register their grocery card numbers, debit card numbers (if you can get them to do it), etc. on this amazing website, and they give you 1%-2% of the purchases that those people make in the stores.

We regenerate about \$4,000 a year, and it's super easy. I just have my yearbook staff sign people up while they're waiting for any athletic competition to start. It's as easy as asking, "Do you have a (put your supermarket's name here) card, and if so, could we sign you up to support our school yearbook program?"

It's easy! Just go to escrip.com and get started."

Hopefully, no one else in your school is using escrip.com, but if some group is, there is probably no reason you can't use it as well. It sounds like just the thing for the busy adviser.



Shop Today!
- At the Store
- At the Online Mall

members/supporters group coordinators about the program

Existing members sign in for a personalized home page.

Groups Sign In for Tools and Information to make your Fundraising a Success!

Over \$130 million already contributed to schools and youth groups.

YES! Renew your commitment to Safeway Stores today!

Redemption starts now! You've earned it and your school needs it!

October 9 - Beverage Private End October 12 - Start Day of Endorsement

\$1000 SAVINGS FOR YOU...\$500 FOR YOUR GROUP! The Volvo eScrip Program. LEARN MORE

Sign up to earn additional opportunities that make your contributions count even more!

Groceries, Department Stores, Restaurants, Hotels, Telecommunication

Does your teen know enough about driving? Quality Drivers Education - ALL online!

Contributions 5% DriversEd.com

CONTRIBUTE 2.4% TO YOUR ORGANIZATION TODAY. amazon.com

Return to escrip.com

Make a Difference in Four Easy Steps

- 1 Sign Up - It's Free!
Select the group(s) to be the beneficiary.
- 2 Shop
Visit our family of merchants for a complete list of escrip.com partners.
- 3 Money for your school or group
Receive your monthly just-in-time reports.
- 4 Return to escrip.com



To: Our child
From: Mom & Dad