TIMELY TIPS

OBJECTIVE

Students will identify and explore key tools in the 2026 Planning Kit, understand their purposes and determine how to apply them to plan the yearbook workflow.

MATERIALS NEEDED

- **2026 Planning Kit** – digital version available for students when they log in to **yearbookhelp.com**
- Whiteboard or poster, plus markers, or a digital document

PART 1

INTRODUCTION (5 MINUTES)

Today's scavenger hunt will help you discover what's inside and start putting it to work right away.

- Explain to your staff that the Planning Kit holds your roadmap for yearbook success. Inside are tools from deadline trackers to design templates you'll use throughout the year.
- Briefly highlight that they'll explore the Kit, then share findings with the team.

PART 2

SCAVENGER HUNT (15-20 MINUTES)

Divide students into groups of 2-4. They should log in to **yearbookhelp.com** to view the digital Planning Kit.

- Find the **Yearbook Blueprint**. Identify one section of the yearbook your team should focus on.
- Locate the **Ladder Poster.** Describe your coverage approach (traditional, chronological umbrella, etc.) and explain why that works best for your yearbook.
- Find the **Deadlines & Checklist Calendar**. Mark your deadlines and discuss strategies to meet them.
- After looking at the **Style Guide Poster**, make a list of your publication's style guide preferences, including Formula Colors, fonts, sizes and treatments. Fonts can be found in the **Font Catalogue** while Formula Colors can be found in the **Formula Colors Catalogue**.
- Review the **Pick 6 Marketing Menu.** Select six marketing strategies to incorporate into your yearbook and ad sales strategy.
- Create a list of high-traffic areas to hang your **Sales Posters**, starting with the **Lowest Price of the Year Poster**, as well as five locations to place the **Buy a Yearbook QR Code Stickers**.
  - If your school has a cell phone ban in place, consider entrances to the building and locations parents may visit if attending activities like sporting events or theater productions.
- After reviewing the **Master the Mod Poster**, list your three favorite mod ideas you would like to try in your yearbook this year.

Each group should note their answers and observations.

PART 3

SHOW & TELL (10 MINUTES)

Have each group pick one item from their findings to share with the class.

- Describe what they discovered.
- Discuss how they plan to use it.
- Say why that tool will be especially helpful as the year gets started.

PART 4

REFLECTION & APPLICATION (5 MINUTES)

Reflect on the group's insights.

- Which Kit item will help us most this week? This semester? This year?
- How can we use these tools to organize our workflow?
- What will our first concrete step be?