

DISTRIBUTION DAY CHECKLIST

PLAN

- Confirm your delivery date with your sales rep.**
- Meet with staff, front office and administrator to discuss distribution plans.
- Determine event date, time and place; reserve location.
- Recruit parent/teacher volunteers for supervision.
- Assign staff members to distribution duties such as:
 - Directing students to the correct line and keep lines moving
 - Checking students on sales list and hand out books
 - Keeping tables supplied with books and pull orders
- Secure a monitor.
- Create a slideshow of some photos not included in the yearbook.
- Storage! Before books arrive, arrange a lockable, secure area for book storage.
- Organize your personalized books. Alphabetize the books by student name.
- Plan a social media-worthy photo op for purchasers with their yearbooks, complete with a custom hashtag of your choosing!
- Ask your cheerleaders and mascot to come to help bring some extra energy to the event.

DISTRIBUTION LIST

- Download your sales list from Yearbook 360 and create a consolidated list including any yearbooks you sold through different methods (if you didn't enter them into Yearbook 360). Be sure your list includes all orders!
- Make multiple copies of this list.**
- Create a separate column on the sales list titled "book pick up." Print students in alphabetical order by last name and have them sign when they pick up their book.
- For quick reference, highlight students receiving cover personalization or extra items such as an iTag or book protector. Orders that include cover personalization and additional accessories will be packed in a dark blue envelope. Non-personalized books that ordered other accessories will be packed in a cyan blue envelope.
- Highlight students who owe a balance.
- Break the distribution list into alphabetical sections.** For example, create separate sections for last names starting with A-G, H-M, N-S, T-Z. Then during the event, print out each section and have separate lines for pick up.

Date	Student Name	Grade	Homeroom	Order	Package	YB	Cover Personalization	iTag	Accessories	Ad	Total	Order Status	Book Pick Up
9/14/20XX	Johnson, Nicholas	12th grade		12345678		v	1 Line, 1 Icon				\$88.00	Paid	
9/14/20XX	Johnson, Noah	9th grade		12345678		v					\$80.00	Paid	<i>NOAH JOHNSON</i>
9/16/20XX	Johnson, Rachel	12th grade		12345678		v					\$80.00	Paid	
9/21/20XX	Johnston, Greta	12th grade		12345678		v					\$80.00		
10/2/20XX	Jorgensen, Jackie	10th grade		12345678	Basic	v	1 Line, 1 Icon		Book Protector		\$92.00	Paid	<i>Jackie Jorgensen</i>
10/12/20XX	Jugran, Malay	11th grade		12345678		v					\$80.00	Paid	
10/15/20XX	Jurek, Brady	12th grade		12345678	Deluxe	v	1 Line, 3 Icons		Book Protector		\$100.00	Paid	

-  = Cover Personalization
-  = Cover Personalization and envelope with additional items
-  = Balance owed

DISTRIBUTION DAY CHECKLIST ✓

PROMOTE

- Develop a plan and promote the event at least three times! Include info such as when and where to pick up books, if they can buy this year's book and its cost and if signing time will be available.
- Emails to parents → Date to be Sent _____, _____, _____
- Social media posts → Date to be Posted _____, _____, _____
- Daily announcements
- Put up flyers and posters around school
- Print flyers to put in each book promoting next year's book. Consider offering a discount for an early bird purchase.
- Post a buyers list at least one week prior to the event.

SUPPLIES

- Highlighters, pens and pencils for your staff
- Signing markers from Walsworth to give away or sell at your event for signing yearbooks
- Bluetooth speaker and a fire playlist. You want to create a good vibe, so create a playlist with fun, upbeat music.
- Tables and chairs
- Scotch tape and packing tape
- Box cutters (don't break down your boxes until you're sure you won't need them)
- Dollies/carts to move books
- Trash cans
- A cash box, cash to make change
- Receipt pads for recording sales – available through the Kit Department
- Water and/or snacks for your helpers
- Balloons, tablecloths and decorations

AT THE EVENT

- Place a copy of the buyers list at each station.** Tape the lists to the tables or put them in binders for easy name searching. Taping them to tables makes the lines move faster.
- Pre-sell books for next year and collect money
- Have a separate line for purchasing yearbook accessories, such as autograph supplements, clear book protectors, signing markers, stickers and current events supplements.

AFTER THE EVENT

- Clean up the event location.
- Box up and store extra yearbooks.
- Announce where students who were not present on distribution day can pick up their book.
- Send thank you notes to anyone who helped.
- Savor the moment!



Additional Distribution Day Resources

Find tips, downloads and planning tools to make distribution day easy and memorable.