

You know how much we push you toward summer workshops. Here's...

How to pay for those summer workshops

The absolute best thing you can do to guarantee the success and ease of your 2006 yearbook is sending members of your staff to a Jostens summer workshop. (See the back page of this newsletter for details about which workshop to attend.)

If you can afford it, send the whole staff. If not, at least plan to bring the editors.

But sometimes it is not easy finding the money it takes for your staff to go. Here are some concrete suggestions on places to find funds as well as reasons that those organizations should help you. Good hunting!

Ask the Student Council!

In talking to many student council advisers, we have found that they regularly contribute money for partial or full camp tuition to cheerleaders, songleaders, band members, leadership students and many others who ask. Why not yearbook staffers?

Here's why they should—

- Student Council's spend their entire year planning and carrying out fantastic projects that without the yearbook, would be promptly forgotten in the years to come. Go ahead and appeal to their vanity. After all, don't we all want to be remembered for the wonderful things we do?
- Yearbook staffers spend countless hours each year putting out a yearbook and receive little recognition for it. Rally squads, bands and sports teams perform before crowds of fans. Other groups do projects that are completed during the school year and receive immediate recognition. Yearbook staffers give out the books and school is out. A little recognition in the form of a scholarship should be in order.
- If you submit your book for judging (see page 3), then you might appeal to their sense of school pride to help you be the best in the yearbook world.

Some final helpful hints!

Make sure your students who are attending pay at least part of the workshop fees out of their own pockets. Students who go with no investment often do not invest themselves in the work.

When going to any of the above groups for workshop funding, it's important that the students go and make the presentation and not the adviser. Make your request in both written and oral form. Look sharp. You will so impress most adults in your community that they will bend over backwards to help you! ○

How about the Booster Club?

Using the same arguments as you do for the Student Council, address the athletic booster club. Especially stress to them all the incredibly great new ways you will learn to photograph, design and write about the sports program at your school.

These are the parents of the athletes who play for your school. In the years to come, when their kids are grown and gone, their yearbook will be the only official record they will have of their child's athletic accomplishments.

Other adult groups can help

Don't forget other groups who support community activities. When you approach them, do so in terms of their supporting a scholarship. Rotary, Kiwanis, the Lions Club, Jaycees and the Chamber of Commerce; all have money available for educational endeavors. Some are just waiting for someone to ask for help.

Consider asking them to create an a "Yearbook Summer Workshop Scholarship" that is awarded to someone on your staff on an annual basis. They could call it the Annual "Annual" scholarship. (Just a little yearbook humor there. Sorry, I couldn't resist.)