



MONEY



MAKERS



YEARBOOKS FOR EVERYONE!

Finding yearbooks for students who can't afford them.

Early last year I asked a bunch of advisers and other reps for suggestions on how to handle the problem of students who just could not afford a yearbook. I got back some wonderful responses. As this is a great time to be finalizing your yearbook numbers (if you are a spring-delivery school) here are some of the wonderful responses I received. Maybe one will work for you.

The first adviser to respond suggested a payment plan. Not a bad idea.

"It's not much of a help, but we accept payments. We know that \$65 is a lot for some families so we let them make installments. It's a pain for us, but it's not about us."

Here's another great idea from a junior high school adviser who had the same concern.

"I just wanted to add my input on keeping the cost of the yearbook low, so that everyone can afford them. We live in a lower income community so everyone complains about the cost of the book. We do several fund-raisers so that we only have to charge \$22.00 if they order early, and then we go up to \$25 after Jan. 1st. This usually helps us get our preorders done too. Our new fund-raiser is an upcoming 5 bands for 5 hours for just 5 bucks. We have 5 local bands playing in our gym on Jan. 28th. The bands will share 50% of the door. So if we get 300 kids that will be \$1500 which is \$750 to us plus concession. We are hoping for more that 300 kids though."

How about letting those students who need the help earn their books.

"We do fund-raisers to buffer the cost of the books! Sometimes you can get it approved to offer to the whole school. If they help with the fund raiser they can earn cash points towards paying for their book. For example, if they raise \$100 they can use \$20 towards their book. It works for us!"

This school let the advertisers help out.

"We added an Adopt-a-student option to our advertising sales this year. For the cost of a book, advertisers or patrons are listed in our advertising section along with the number of books they purchased. I also contacted a local sorority chapter to see if they could help out. We sold 12 books this way this year."

In order to determine who gets them, we wait until the final round of orders have been taken to see which kids on free and reduced lunch did not order books. We offer them to seniors who have been involved in school activities or who have had special hardships first. We keep this confidential, and the guidance counselors help with the selection process."

Here is another possible way to handle the situation.

"We did the fund-raiser this fall to help those kids with free yearbooks. They sold 25 items from the fund-raiser brochure and in turn got a free book. We worked with a professional fund-raising company. The products were good and prices reasonable. We had 40 kids get free yearbooks and the others got a reduced price on theirs. We still came out OK on profit. The company usually sends out fliers in the spring to promote their company."

What is your idea?

Now it's your turn. If you don't have a plan in place, please try your best to find a way to get a yearbook into the hands of every student who wants and deserves one, whether they can afford it or not. Once you have that plan, let us know what you did, how you did it and how successful you were. Remember our battle cry...

YEARBOOKS FOR EVERYONE!

