

# TIMELY TIPS

## Marketing

### Distribution Day

#### OBJECTIVE

Students will collaboratively plan a successful yearbook distribution event utilizing the creation of a comprehensive purchasers list that facilitates an efficient distribution.

#### MATERIALS NEEDED

- Computer and printer
- List of purchasers by student name, sorted by yearbook packages
- Walsworth's [Distribution Day Resources](#)
- Walsworth's Training Video: ["Distribution: Plan to Get Your Book to Its Audience"](#)
- Pen and paper

#### PART 1

#### INTRODUCTION (10 MINUTES)

Begin by reviewing what Distribution Day is with, ["Distribution: Plan to Get Your Book to Its Audience"](#)

- Brainstorm with the class what a successful distribution would look like for your school.
- Select roles for staff members and explain their responsibilities during distribution day.

#### PART 2

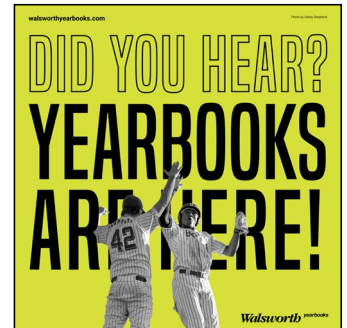
#### INDEXING (20 MINUTES)

- Create a form of purchasers and sort by yearbook packages.
- Alphabetize by student last name. If you are using Online Sales, this information is available in Yearbook 360.
- Discuss how to organize yearbooks at distribution based on this data.

#### PART 3

#### FINAL PREPARATIONS (20 MINUTES)

- Students will conduct a final review of the index for accuracy and completeness.
- Discuss as a staff how to handle unexpected problems.
- Use Walsworth's [flyers and social media graphics](#) to promote your distribution date to your school community.



#### PART 4

#### CONCLUSION (5 MINUTES)

Ask students to reflect on how their distribution day went and what they would do differently next year.