



# family day



- Great fundraising starts with our Family Picture Day program. Here's how it works:

Working with you, we select a weekend with Saturday as the Picture Day and Sunday as the rain date. You create and sell tickets for no less than \$25.00. Schools typically sell tickets for \$30-\$50, and one even sells the tickets for \$100! Your school keeps the entire sitting fee\*.

Once families have a ticket in hand they call our customer care staff to schedule an appointment. We provide instructions that will enhance their sitting. While we do not permit newspaper advertising to the community as a whole we certainly encourage friends of your school families to sign up. For the event to occur, you must have at least twenty-two families on the schedule by the Wednesday prior to your weekend.

We typically take pictures of the entire family as well as just the kids, just the parents, or the kids and the family pet, etc. Also, we are pleased to welcome grandparents and/or family pets to provide even more groupings to choose from.

Approximately 10 days after the Picture Day, families will receive an email with complete instructions linking them to their on-line proofs. Families complete their order on-line and within a short time holiday cards, calendars, and final prints begin to arrive at their homes.

All you need to do is choose a weekend, sell the tickets, and keep the sitting fee for your school\*!

### Creating a ticket!

You will need to give families that sign up some important information. Whatever you create must include our telephone number and extension (0), and an explanation that they must contact us to set up their sitting time prior to the Wednesday before your family day to setup their appointment. We will provide important details that will insure a high quality experience and collect our \$35.00 administrative fee. Our schools make tickets of varying sizes, shapes, and colors to hand to families once they have paid their sitting fee. Some schools even call or email the info after a family has signed up. You may also want to include your refund policy if they pay for a sitting but do not attend the event.



\* Based on school size and/or client status requirements.