



THE PREMIER SCHOOL PHOTOGRAPHY COMPANY

**ADVISER COMMUNICATIONS KIT
FOR UNDERCLASSMEN**

CADY

FLORIDA - GEORGIA - NORTH CAROLINA - SOUTH CAROLINA - TEXAS - PENNSYLVANIA

Preparation For Picture Day

Hello, friend!

I remember the shopping trip before I started Kindergarten well. My mother bought me all the school supplies of my dreams, and my little heart was ecstatic. For herself, she bought a picture frame. Twelve circles surrounding a larger photo in the middle. That one purchase taught me that Picture Day was a BIG DEAL.

While the introduction of new photo technologies shifted the public's excitement about Picture Day, the importance of that photo will never lessen. What would a yearbook be without the images of our classmates and teachers?

This kit is to help ensure that your underclassmen portrait process is smooth and accurate. Inside you will find:

- ✓ Email scripts to help parents plan for Picture Day and never miss an ordering deadline
- ✓ Social media graphics & web banners
- ✓ FAQs flyer

We share the same goal - get every student and teacher in the yearbook with a photo they are proud of! A successful Picture Day and loved photos will result in participation in yearbook sales!

As always, we are here for you every step of the way.
Let's make this your best year ever.



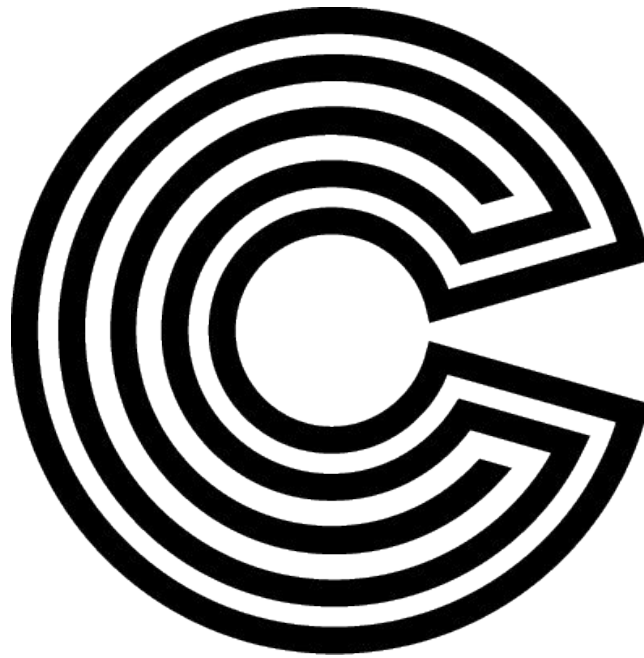
Have a great year!

Samantha Berry
Director of Education
& Curriculum

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EMAIL

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Promote Your Picture Day With Email

How to send an email to students, parents, and guardians

Compose a new email.

Copy and Paste subject line and body content, filling in customized sections.

Insert Picture Day date(s).

Send to all underclassmen, parents, and guardians.

Email Content (Copy & Paste)

Subject Line:

Mark your Calendar For Picture Day!

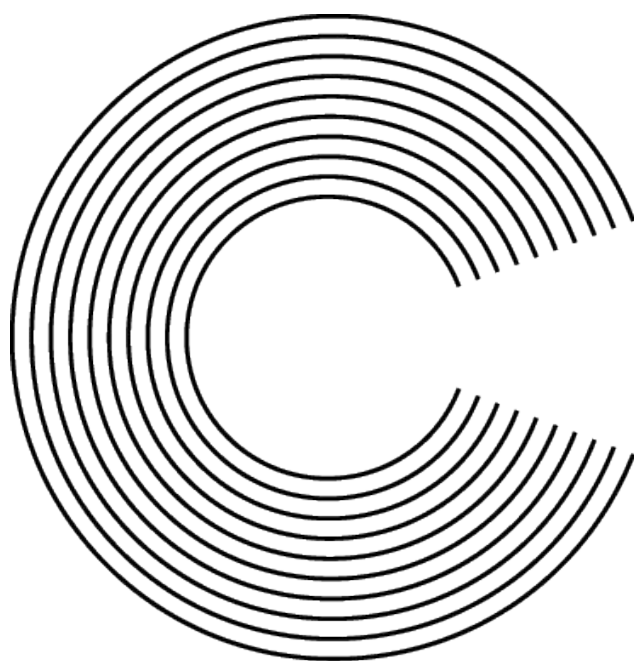
Body Content:

Students, Parents, and Guardians,

Picture Day is almost here! CADY will be at your school on [insert date(s)] to take photos for the yearbook. Don't get left out of the yearbook!

Purchase a package **before** your Picture Day and get \$10 off. Don't miss this limited time offer! Check out your options at

CADY.com/PictureDay



WEBSITE

**CA
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Promote Your Picture Day On Your Website

We've created the promotional images for you, so all you have to do is upload to your school's website.

1. **Review** the size options available and click the correct size for your website.
2. **Right Click** on the image from your browser and **save** to your desktop
3. **Upload** to your school's website.
4. **Link** the banner to CADY.com/PictureDay



1210 x 330 px



1200 x 400 px



1440 x 720 px



1500 x 750 px



1600 x 900 px



Promote Your Picture Day On Your Website



473 x 64 px



360 x 240 px



480 x 330 px



550 x 270 px



600 x 400 px



950 x 330 px



960 x 470 px



1057 x 554 px



1150 440 px



SOCIAL MEDIA

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Promote Your Picture Day Through Social Media

Use the graphic and copy listed below to help promote your Picture Day on social media.

1. **Click** to open the image.
2. **Right Click** on the image from your browser and **save** to your desktop
3. **Upload** to your school's Facebook, Instagram & Twitter accounts.
4. **Copy** caption (below) & paste into your post.
5. **Tag CADY:**
 - Instagram: cadystudios
 - Twitter: cady_studios
 - Facebook: CADY



Social Post (Copy & Paste)

Caption:

Don't miss your chance to be in the yearbook! Picture Day is **[insert date(s)]**. Purchase a package BEFORE Picture Day to save \$10! Check out this deal at CADY.com/PictureDay
#CADY #CADYpics

Let Your Community Know That School Pictures Are Ready To View & Order

Approximately 21 days after your school's Picture Day, you will receive notice that it is time to view the photos! Share the graphic and copy listed below to help get the word out to your school community.

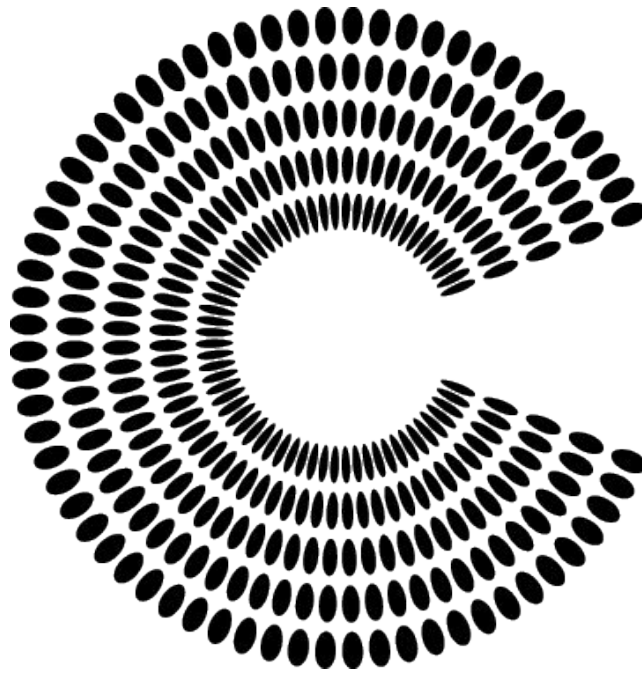
1. **Click** to open the image.
2. **Right Click** on the image from your browser and **save** to your desktop
3. **Upload** to your school's Facebook, Instagram & Twitter accounts.
4. **Copy** caption (below) & paste into your post.
5. **Tag CADY:**
 - Instagram: cadystudios
 - Twitter: cady_studios
 - Facebook: CADY



Social Post (Copy & Paste)

Caption:

Your photos from Picture Day are now available to view and order through CADY's website! Get yours now at CADY.com/PictureDay #CADY #CADYpics



FAQs

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How to download flyer

1. **Click** to open the image.
1. **Right Click** on the image from your browser.
1. **“Save as”** to your computer.
1. **Attach** to emails and/or print.

CADY | FAQs

Everything You Need To Know For Underclassman Portraits

What If I Missed Picture Day?

If you were out of school on Picture Day, you'll be able to make up your photo on a scheduled Retake Day. This day should be advertised around your school, but you can always check with the yearbook adviser. Please notify your student's teacher before Retake Day arrives, in case your student needs a special pass.

If your student misses both Underclassman Picture Day and Retake Day, we cannot guarantee that they will be in the yearbook.

Can I Order With Cash Or Check?

We do not accept cash, checks, or any paper order forms. All orders may be placed online and will ship directly to your home.

If I Pre-Order And Don't Like My Images Can I Get Them Retaken?

Yes, we will be coming out to your school for a Retake Day. Your retake image will replace the previous photo, and a replacement order will be sent to you.

What If I Like My Original Image After I Retake My Image?

Please contact the CADY Customer Experience team to assist with this request at cady.com/contact or call 678.722.3449.

What's An Underclassman Token Number?

A token is an 5-digit number that allows you to view your photos online without having to register. Simply visit the underclassman ordering site [here](#) and enter your token in the box provided.

Does This Photo Go In The Yearbook?

Yes, but most yearbooks display a standard blue or gray background on all student photos, rather than the fun color you can choose.

Can I Order Individual Sheets?

Additional sheets are available to add onto any of our packages.

Do You Offer Any Enhancing Options?

Definitely. You can add personalized text, like your name and/or school year to wallet-size prints. We also provide minor retouching services such as complexion softening and teeth lightening. Simply select retouching when you order, and your retouched photo will even go in the yearbook if ordered before your yearbook cut-off date.

I'm Having Trouble With My Image Download.

We send your images in a zipped file, but it must be downloaded on a desktop computer—not your phone or tablet. If you placed your order as a guest, you must create a parent account in order to access your image.

When Can I Expect To Receive My Order?

Orders received on Picture Day typically take 21 days to be processed and shipped.

If you have any additional questions, please visit cadystudios.zendesk.com or call 678.722.3449.

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