

FRIESENS YEARBOOK CHALLENGES:

5 Points

1. Hang 10 or more yearbook posters* around school *(Photo)*
2. Email Friesens when your ConnectMe store is set up with the 2013-2014 yearbook product *(Text)*
3. Send yearbook HTML* to parents and bcc yearbookchallenge@friesens.com *(Text)*
4. Use a Friesens video or banner* in the school *(Photo)*

10 Points

5. Order and send out parent letters* *(Photo)*
6. Post TV screen images to TV's and computer screens in school *(Photo)*
7. Hold a yearbook table event during lunch hour or after hours event to promote your yearbook *(Video)*
8. Stick Friesens Gotcha notes on student lockers letting them know they are in the yearbook, asking if they have ordered one *(Photo)*
9. Advertising on your school website or newsletter, email link *(Text)* to Friesens

15 Points

10. Cheerleaders or a group of students do a yearbook cheer *(Video)*
11. During parent-teacher interviews, have the principal tell parents to buy their child's yearbook *(Photo)*
12. Yearbook signing party and have a table for next year *(Photo)*

20 Points

13. Have a yearbook flash mob/improv event in the hallway to promote your yearbook *(Video)*
14. Student in the stands of a sports event with flip cards that say "Buy your Yearbook!" *(Photo)*
15. Members of a sports team promote the yearbook at an assembly *(Photo)*
16. Get teachers to form a human sign that says "Buy your Yearbook" *(Photo)*
17. Make a lip-dub or video to promote the yearbook and for more points write an original yearbook song! *(Video)* + 10 Points for an original song

30 Points

18. Get a local business to put "Buy a (your school name) Yearbook!" on their outdoor sign *(Photo)*
19. Get a member of government to say "Buy (your school name) yearbook!" *(Video)*
20. Include a picture of a celebrity in your yearbook holding a sign that says "Buy (your school name) yearbook!" Get written photo approval from the celebrity. No photo manipulation allowed *(Photo)*

* Use Friesens Event Marketing products customized for your school. Call your local Friesens Representative for details