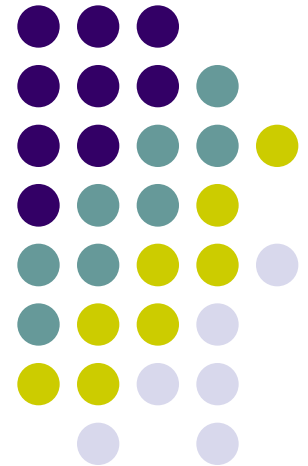


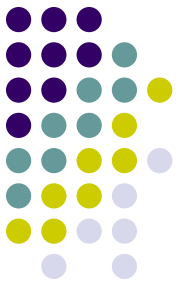
# Yearbook Ambassador

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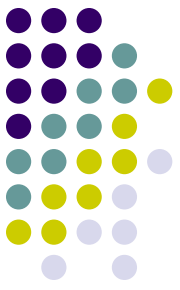
## A Quick Guide



# What is a Yearbook Ambassador?

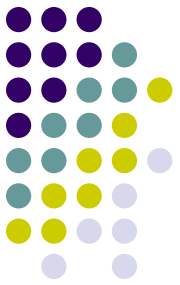


Each yearbook staff member will be assigned an equal number of students in the school that they will represent based alphabetically. The yearbook ambassador will communicate with each of their assigned students to ensure they are represented in the yearbook and have all of the yearbook information necessary.



# Ambassador's responsibilities

- Contact each student to introduce yourself and explain your role as ambassador.
- Collect information from each student to help increase their yearbook coverage.
- Track if they purchased a book, personalization, ad, and the number of times they appear in the yearbook.
- Be someone they can contact with any questions regarding the yearbook.



# Contacting Students

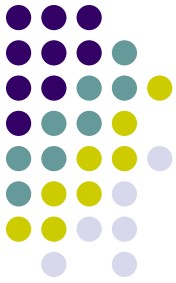
After an ambassador is assigned their students they should contact them as soon as possible. Following is an example of a letter they might give them that explains their role and how they are there to benefit the student.

Dear student,

My name is STUDENT NAME and I am your student yearbook ambassador. The yearbook ambassador is a new program to help ensure that each student is better represented in the yearbook and that they receive all information pertaining to the yearbook. The yearbook is the official school record of the year and a permanent keepsake that preserves all of the memories of the school year and we want to make sure your memories are included. Throughout the year I will be in contact with you and you can contact me with any questions you may have but for now we'd like to know what activities, interests or hobbies you participate in or will participate in that we can cover in the yearbook. I will also keep you up to date on yearbook deadlines and other activities you should know about. If you could please fill out the information below and return this to me or the yearbook room I'd appreciate it. If you have any questions or other ideas please email me at yearbook@email.com.

Thank you,

Student Name



Important Dates:

**Fall Book Sale**  
**Sept. 6<sup>th</sup> - 30<sup>th</sup>**

**Portrait Retake Day**  
**October 12<sup>th</sup>**

**Winter Book Sale**  
**Jan. 2<sup>nd</sup> - 23<sup>rd</sup>**

Please list any activities, hobbies or interests, in school or out of school that you are involved in:

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Please also list any features, interviews, polls, etc. that you think would be interesting to see in the yearbook.

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Our records indicate the following. Please keep in mind that the earlier in the year the less likely these items will be checked:

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> You have purchased a yearbook      | <input type="checkbox"/> We have received your portrait | <input type="checkbox"/> You are in the book 2X          |
| <input type="checkbox"/> Your yearbook will be personalized | <input type="checkbox"/> You have purchased a senior ad | <input type="checkbox"/> You are in the book at least 3x |

# Keeping Track of Your Students



Email your Jostens representative your school's student list as soon as you can to begin this process. Your representative will email you back an excel list with a checklist for each ambassador to use throughout the year.



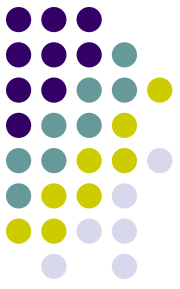
# Ambassador Checklist

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
1	<i>First Name</i>	<i>Last Name</i>	<i>Grade</i>	<i>Homeroom</i>	<i>Contacted</i>	<i>Returned Letter</i>	<i>Bought a Book</i>	<i>Second Sale</i>	<i>Personalization</i>	<i>Senior Ad</i>	<i>Portrait Loaded</i>	<i>Portrait Submitted</i>	<i>2x In Book</i>	<i>3x In Book</i>	
2	Jessica	Aboukasm	9							NA					
3	Stephanie	Aboukasm	12												
4	Christopher	Adams	11							NA					
5	Andrew	Addy	9							NA					
6	Cheyenne	Adrian	11							NA					
7	Arnold	Agee	12												
8	Kathrine	Aguilera	12												
9	Alexander	Aguilera	10							NA					
10	Carolyn	Alam	9							NA					
11	Christian	Alber	9							NA					
12	Ronald	Alford	12												
13	Joseph	Aliotta	10							NA					
14	Sophia	Aliotta	12												
15	Evan	Allemon	11							NA					
16	Nicolaas	Allen	12												
17	Jonathan	Allen	11							NA					
18	Brian	Allen	12												
19	William	Allen	11							NA					
20	Frances	Allen	10							NA					
21	Brandon	Allen	9							NA					



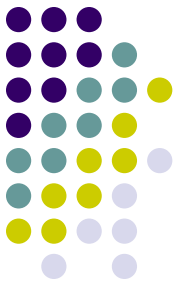
# Tools for the Ambassador

- Image tagging and facial recognition keeps track of the number of times a student appears in the book
- Sales reports keep track of all purchases
- Posters, stickers, fliers, etc. help promote the book
- School's yearbook website helps to communicate information and increase student participation
- Image share allows students to upload their photos to be used in the yearbook



# Grading and Rewards

The student ambassador can be graded and/or rewarded in many different ways. Using the ambassador's checklist you can grade or reward based on percentages fulfilled, who completes their column first, etc. Have fun with this and make it a competition as well as a great learning tool.



# Suggested Calendar

## First week of school:

- Present this PowerPoint
- Email rep student list
- Assign ambassadors students
- Email rep registration sales results
- Begin Fall sales campaign

## Second week of school:

- Prepare student letter
- Have ambassadors distribute letter and meet students

## 3<sup>rd</sup> & 4<sup>th</sup> weeks:

- Have ambassadors read coverage ideas and develop stories based on feedback
- Contact Non-buyers

## Additional tasks:

- Check student's portraits and contact those not pictured.
- Prepare for Winter sale
- Run coverage report and check 2x and 3x in yearbook.
- Senior ad campaign (if applicable)