

Program Planning Guide



Connecting You through Family Photography

Community Connect

Your Representative _____

Phone _____

Email _____

Lifetouch account number _____

For assistance contact your Lifetouch representative above or the Lifetouch Center of Excellence Customer Service Team at 1.800.521.4611

Your scheduled photography dates & times

days	dates	times

Verify your Photography Selection

family section background choice _____

vertical horizontal

1 Organize Your Committee

_____ Phone _____ Email _____

_____ Phone _____ Email _____

_____ Phone _____ Email _____

Committee Goals

Goal to be photographed (total photography sessions) _____

Expectation of _____ photography sessions per day. If lower, photography dates may need to be consolidated.

Date to submit Community Book materials _____

List any outreach events occurring in conjunction with your photography event _____

2 Publicize Your Event

Lead person

Key date

Begin publicizing your event immediately. Your leader's support of the event is KEY to meeting your participation goals.

- Weekly verbal announcements
- Display **posters** with appropriate photography dates and times in prominent locations
- Distribute Lifetouch printed materials weekly, 2-3 times prior to your photography event including **letters, bulletin inserts, portrait guides, etc.**
- Announce your event in **weekly emails**
- Communicate your event on your **website** and/or **Facebook page**
- Send out weekly emails with your **online scheduling link** prior to your event
- Promote your selected outreach event (i.e. **Family & Friends**)
- Re-connect inactive families of your organization

As a part of your Lifetouch program, three calls are made to your families.

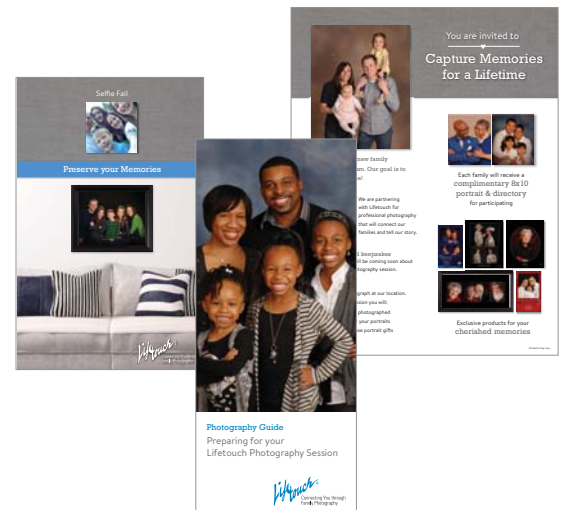
When Lifetouch makes your calls through our Connections program, the caller ID is your organization's name and phone number.

- **Kick-Off call** Program announcement made to your families prior to photography _____ (date)
 - **Don't Miss Out call** Made prior to photography to families that have not already scheduled a portrait appointment _____ (date)
 - **Reminder call** Made to your families 1-2 days prior to their scheduled appointment _____ (date)
- Email your call list to **lcdconnections@lifetouch.com**
(Preferred formats: Excel, Word or TXT files)
 - Record your messages for your automated calls
 - Organize your telephone committee to connect with families not reached by the automated calls – Lifetouch will provide a report to assist volunteers (Connections Plus)

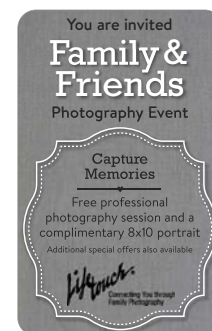
Lifetouch adheres to all FCC Regulations regarding pre-recorded, automated calls – your organization does not need to do anything to be compliant.



Posters



Bulletin inserts, portrait guides & letters



Family & Friends cards

Call **1.800.521.4611** with questions

examples—may vary

3 Schedule Your Appointments

Lead person

Key date

With the Lifetouch online scheduling system, families can make appointments anytime, anywhere. You will receive an Online Scheduling email. Print out the Coordinator Instructions and place the online sign-up link on your website and Facebook page.

Onsite Sign-Ups take place before and after services on weekends and other events before photography. You will need the following for onsite sign-ups:

- A sign-up location _____
 - Volunteers at a table or welcome center
 - Portrait Guides & Price Brochures
 - Daily photography schedules printed from the online scheduling system or using an onsite laptop
- Review onsite sign-up scheduling process**
- Mail/distribute portrait reminder cards**

Onsite sign-up days

NOTE: There should be no less than _____ scheduled appointments on each day of photography. Lifetouch will work with you to make scheduling adjustments as needed.

4 Recruit Your Hosts

Lead person

Key date

Role of your Hosts

- Welcome families and answer questions
 - Complete check-in paperwork
 - Communicate any outreach programs in conjunction with the photography event (food drive, etc.)
 - Verify your current roster information for each family and update if necessary (a separate printed roster will be needed for your hosts to record changes)
- Recruit two hosts for 2-3 hour shifts per day. Have hosts arrive 10 minutes early for training from the Lifetouch photography team
- Have price brochures available for hosts to hand out

5 Prepare for Photography

Lead person

Key date

- Put up posters to welcome and direct members to your photography area
- Confirm someone is onsite to unlock the building and photography rooms **two hours early on the first day of photography** to allow time to set up
- Confirm someone is onsite to unlock the building and photography rooms **30 minutes early on non-set-up days** and **confirm lock-up procedures**

Lifetouch space requirements:

- **Reception area** One registration table and chairs for people waiting to be photographed
- **Photography area** Cleared room measuring a minimum of 14 feet wide x 20 feet long with a 9 foot ceiling with electrical outlets for photography equipment.

Location _____

- **Portrait viewing area** Next to the photography area and large enough for 3-4 eight-foot tables and chairs on each side for families to view their portraits. Equipment requires electrical outlets.
Location _____

Have these items ready for your photography sessions:

- A printed copy of your Portrait Day Check-In Report printed from your online scheduling site
- A set of standard labels of your families with address, city, state, zip and phone number sorted **alphabetically by last name** to be used on Lifetouch paperwork
- A completed **Staff Portrait Planner Form** – all staff should be photographed and can be photographed with their families. They should inform the photographer that they need an individual staff portrait. List all staff members on this form to ensure they are photographed.

Call **1.800.521.4611** with questions

After Photography is Complete

6 Creating Your Community Book

Lead person

Key date

Lifetouch provides you with the tools you need to create your Community Book. Lifetouch creates your family section and formats your roster section for you.

You will be responsible for submitting the following to Lifetouch:

- Community Book Order Form**
- Submitted photographs** for your family section (up to 10 may be included)
- Roster data** for Lifetouch to format your roster section. See roster instructions.
If you would like to receive a copy of the file of the roster data collected by Lifetouch during photography, please call 1.800.521.4611.

Note: you may save your roster file and submitted photograph files onto the Lifetouch USB drive included in your packet.

- Mail completed materials, forms and files.** Send via a trackable shipping method.
Mail by _____

7 Distribute Your Community Books

Lead person

Key date

- Distribute your Community Books** as soon as they arrive in the way that works best for you.
- Distribute your Community Book PDF file** as soon it arrives in the way that works best for you.

Options for distribution: