

Program Planning Guide



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 Program Coordinator will receive instructional emails throughout your program to guide you through the process. If your families have questions about their photography orders, direct them to call 1.888.313.1746

Your scheduled photography dates & times

days	dates	times

Verify your Premier Choice product selection

- Mobile Directory
- Quick Connect Guides
cover _____ year _____
- \$5 Contribution Program

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

2 Publicize Your Event

Lead person

Key date

Begin publicizing your photography event immediately. Your leader's support 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, Photography 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



Posters

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.



Bulletin Inserts, Photography Guides & letters

examples—may vary

Call **1.800.521.4611** with questions

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
 - Photography 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 photography 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 families 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 _____

- **Photography 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 images—equipment requires electrical outlets.

Location _____

Have these items ready for your photography sessions:

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

Call **1.800.521.4611** with questions

After Photography is Complete

6 Design Your Directory

Lead person

Key date

For StoryBuilder Technical Support Call 1.866.339.3253 or email sbtechsupport@lifetouch.com
Training tutorials also available on YouTube by searching "StoryBuilder Tutorials" on youtube.com

Lifetouch provides you with the tools you need to create your directory cover and activity pages. Lifetouch creates your family section and formats your roster section for you.

Your selected directory program StoryBuilder Create-Your-Own

You will be responsible for submitting the following to Lifetouch:

- Cover** (front and back) See layout guide page _____
- Activity pages** (includes staff pages) Total number of estimated pages _____ See layout guide page _____
- Submitted photographs** for your family section (if any—\$10 per submitted photo) See layout guide page _____
- 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.
- Mail completed directory files and order forms** Send via a trackable shipping method.
Date to ship layout materials _____

Extra directories for on-time submission

Submit your materials to be received in the Lifetouch production facility within three weeks after the last day of photography and your organization will receive an additional 10% overrun of directories

7 Distribute Your Directories

Lead person

Key date

- Distribute your directories** as soon as they arrive in the way that works best for you

Options for distribution: