

# Telephone Committee Instructions



## A Brief Explanation of the Directory Program

- For being photographed and selecting a pose for the directory, each family photographed receives a complimentary 8x10 photograph and a printed directory (programs may vary).
- There is no cost or obligation to your organization or families for this service. We are able to do this through the sale of photographs.
- Families may choose to purchase additional photographs for themselves or as gifts.

## The Directory

The directory typically includes:

- Family pages with names printed under each photograph
- Roster pages with each family's name and contact information— included even if the family is not photographed.

## Your Role

Call families and schedule photography appointments.

Calls should begin on (date) \_\_\_\_\_

## Telephone script suggestion for setting photography appointments

Hello, this is \_\_\_\_\_ from \_\_\_\_\_. I'm calling to tell you about our new directory—we'd love to have you included and we are scheduling families for photography. For participating, you will receive a complimentary 8x10 photograph and printed directory.

Photography sessions take place at our location. Please allow up to an hour to check-in, be professionally photographed, view and select your photographs. I have (dates) and (times) open for photography. Which time works for you?

For clothing, we suggest solid colors and long sleeves. You can also bring meaningful items such as musical instruments or sporting equipment. Pets are also welcome at photography (**check with your organization if photographing pets is approved. If not, do not mention pets**) Thank you and we look forward to seeing you.

## Procedures

- Contact each family assigned to you. You may need to call more than once.
- Schedule only one family per appointment time. Don't schedule over reserved times to ensure the photographer will be able to stay on schedule and is not overbooked.
- Schedule "family units" for photography. Children under 18 years of age must be accompanied by a parent or guardian.
- Try to schedule retirees before 5:00 p.m. Reserve evenings for those who are unable to be photographed during the day.
- If anyone refuses to be photographed, note the reason. Your leadership may want to follow up if there is an issue.

## Visiting another organization's photography event

A "visitor" is someone who belongs to your organization, but due to scheduling conflicts may need to have their photograph taken at another organization being serviced by Lifetouch. If a family needs this service due to your photography schedule not meeting their needs, please have them contact Lifetouch at **1.866.756.0281** for assistance with scheduling an appointment.

## Questions & Answers

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**Q Where does photography take place?**

A Lifetouch sets up a professionally portrait studio onsite at your location.

**Q What will happen at the photography session and how long will it take?**

A Families will be photographed and view their images on a monitor immediately following photography. Each family should plan to spend approximately one hour for the entire process including check-in, photography, pose selection for the directory, and selection of additional photographs, if desired.

**Q How much does photography cost?**

A There is no cost to be photographed and there is no obligation to purchase. Families will only incur cost if they choose to purchase portraits.

**Q Why have a directory?**

A A directory puts names and faces together, connecting your families. It can be used as an outreach tool.

**Q Why is photography important?**

A Photographs record a point in time that will never come again. Photographs make great gifts for family and friends.

**Q What happens if a family can't make it to be photographed?**

A Pre-existing photographs of college students, nursing home residents, and service personnel can be submitted to Lifetouch and included in the directory for a nominal charge. A free directory will be provided for each submitted photograph. Also see Visitor information above.



Connecting You through  
Family Photography

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