

FUNDRAISING PLANNING GUIDE



HOLIDAY PHOTO DAY

— presented by Shutterfly. —



Holiday Photo Day is a fundraiser that supports local organizations by bringing your community together for professional outdoor photos at a great price.

Shutterfly®

Welcome to Holiday Photo Day

Thanks for your interest in being a Holiday Photo Day Coordinator! As a Coordinator, you are the go-to person to help make this program a successful fundraiser for your organization. This planning guide and the enclosed checklists are here to help guide you each step of the way as you host the event.

WHY THIS FUNDRAISER?

Holiday Photo Day is a fun and simple way for people to get professional outdoor photos. Through this program, you can help your organization achieve fundraising goals and give your community a chance to take beautiful professional photos at a great price. The fundraiser has options to be flexible—so you could raise \$1,000 or more depending on how big you want to make the program.

HOW THE HOLIDAY PHOTO DAY FUNDRAISER WORKS

Your organization hosts the event and we assign you a professional photographer. Participants pay \$75 for a 15-minute photo session, which includes five digital images. In one day, with 30 photo sessions, you could take in \$2,250. Deduct the cost of the photographer and other expenses (around \$1,250). Your organization gets 100% of the profits and can raise even more money if participants purchase additional digital images.

YOUR ROLE AS COORDINATOR

You'll be the resource and contact person for your participants. You'll find a location and get any paperwork needed to use the location, gather volunteers to help before and during the event, spread the word to your organization's community, gather supplies and snacks for the event and deposit the fundraising check.

RESERVE YOUR DATE BY AUGUST 31, 2015

Event Dates:

- September 26-27
- October 3-4
- October 10-11
- November 7-8

“It was such a fun event! We raised money for our school, and families got beautiful photos. It was a win-win for everyone involved.”

—Natasha, Sandpiper Elementary School

Planning Checklist

Use this checklist before, during and after Holiday Photo Day.

1 BEFORE HOLIDAY PHOTO DAY

Once your event date is booked

by ___ / ___

- Reserve your location (consider rental fees and professional photography usage terms)
- Ask venue if they provide tables and chairs for the check-in and refreshment areas
- Recruit volunteers

Four to five weeks before

by ___ / ___

- Promote event through emails, event posters and flyers (see templates on pg. 8)
- Once you reserve your location, provide the details to our photography team and they will provide you with a unique booking website for your event

Direct people to your organization's booking website—participants will pay for their session(s) on the page, so there's no need for you to collect funds

NOTE: Booking closes 2 weeks before the event in order to manage schedules

by ___ / ___

One week before

- Confirm final schedule with photography team
- Do a run-through of the event day schedule and responsibilities with volunteers
- Send reminder email to registered participants (see template on pg. 8)
- Download and fill-in participant info sheet for each session
- Print and organize participant info sheets by session appointment time
- Print welcome posters (see templates on pg. 8)
- Purchase snacks and other supplies

2 ON HOLIDAY PHOTO DAY

- Hold a final logistics meeting with photographers and volunteers one hour before families arrive
- Post welcome posters in easy-to-find locations (e.g. parking lot, entrance, etc.)
- Set up check-in table, refreshments and any decorations
- Check in participants
- Note their assigned photographer on their participant info sheet (if you have 2 photographers at your event)
- Check-in with volunteers and photographer throughout the day

by ___ / ___

3 AFTER HOLIDAY PHOTO DAY

- The next day, send thank you emails to participants (see template on pg. 9)
- Approximately 2 weeks after the event, you will receive a fundraising check for your organization
- Once you receive your fundraising check, reimburse expenses and deposit the remaining funds into your organization's account

NOTE: If your participants purchase additional images, you will receive a second fundraising check for your organization approximately 52 days after the event.

by ___ / ___

Photo Day Tips

for fundraising

- If you have a big fundraising goal, reach out to your local community beyond your organization.
- Posting flyers at local merchants is a great way to boost awareness.
- Based on early registration numbers, you can work with our service team to determine if you'll need more than one photographer or more than one photo day.
- Remind participants that your organization raises more funds if they purchase additional image.

for the location

- Choose a central location (like a nearby park).
- The best locations have access to parking, restrooms and a scenic landscape.
- Have a back-up indoor location in case of poor weather.
- Ask the venue if they can provide tables and chairs for check-in.

for photo day

- Decorate with balloons and welcome signs to create a festive environment.
- If your organization has a banner, hang it at the event to make it easier for participants to locate the check-in table.
- Bring tablecloths to make the check-in and refreshment tables more inviting.
- Buy snacks (such as animal crackers or fruit roll-ups) that will keep kids happy and won't make a mess.
- Smile and have fun!

Fundraising Breakdown

Here's an example of how your organization raises funds from the event.

RAISE UP TO \$1,000

1 day, 1 photographer
30 sessions

RAISE UP TO \$2,000

1 day, 2 photographers
60 sessions

RAISE UP TO \$4,000

2 days, 2 photographers
120 sessions

plus

Your organization will receive \$8 for every additional digital image purchased by participants (at \$25 per image)

1 DAY, 30 SESSIONS*

Days	1
Photographers	1

Sessions per day	30
Revenue per session	\$75
Total Revenue	\$2,250

Total photographer hours	7.5
Photographer cost per hour	\$150
Total photographer cost	\$1,125

Expenses per day	\$125
Total expenses	\$1,250

ORGANIZATION PROFIT \$1,000

*For each event day, the goal is to have 30 sessions. If you have fewer than 24 sessions booked by two weeks prior to your event date, your event may be subject to cancellation.

Photo Day Schedule

This is an example of a day that has one photographer shooting 30 sessions.

7:00-8:00	Set-up
8:00-10:00	Photograph 8 sessions
10:00-10:15	Break
10:15-12:00	Photograph 7 sessions
12:00-1:00	Break
1:00-3:00	Photograph 8 sessions
3:00-3:15	Break
3:15-5:00	Photograph 7 sessions
5:00-6:00	Clean-up

Volunteer Job Descriptions

Determine what tasks to divide up, and consider how many volunteers you'll need for each task. We recommend recruiting five volunteers per 30 sessions. You might also have a few rockstar volunteers that can help out in more than one area.

CO-COORDINATOR

Support the Coordinator in reserving a location and finalizing the proper paperwork. Recruit and manage volunteers.

PROMOTIONS LEAD

Send emails to participants before and after the event. Coordinate with your organization regarding the best way to distribute and display flyers and posters. Print welcome posters one week before the event and hang the posters during set-up on the day of event.

FOOD/BEVERAGE LEAD

Purchase and deliver snacks, balloons, stickers or other small items to entertain the kids. Decorate the check-in table so that it's easy for participants to find. Bring tablecloths for the registration and food tables. If your organization has a banner, bring and display the banner.

CHECK-IN LEAD

One week before the event, print participant info sheets with details for each session (see templates on pg. 8). Set-up and manage the check-in table. Bring pens, clipboards, tape and anything else you think you might need to keep the check-in table organized. Give each participant their completed participant info sheet (they will hold this up for their first photo). Remind participants to be in the staging area 15 minutes prior to their session time.

FAMILY COORDINATOR

Ensure participants have their participant info sheets and are in the staging area 15 minutes before their session. Also, introduce the participants to their photographer and remind the photographer to take the first photo of the group with their participant info sheet.

TIME KEEPER

Makes sure the photographer is staying on time with their appointments. Five minutes before the end of each session, the time keeper will remind the photographer there are only a few minutes left in the session.

SET-UP AND CLEAN-UP LEAD

Arrive early to display welcome posters and any decorations (don't forget tape). Set-up refreshment and check-in tables. Clean-up after the event. Remove all posters at the location.

Downloads and Templates

Here are some examples of resources you can download and customize with your event details.

TO RAISE AWARENESS



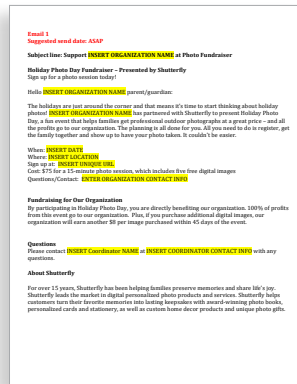
AWARENESS POSTER

Place these posters around your community to raise awareness. 18x24 inches. Available to download in color (preferred) and black & white. Protect by laminating.



AWARENESS FLYER

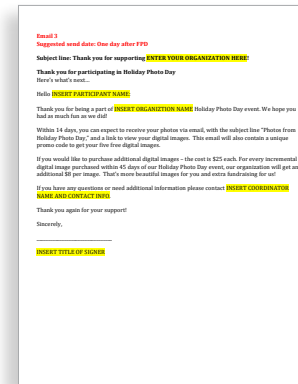
Place these flyers around your community to raise awareness. 8.5x11 inches. Available to download in color (preferred) and black & white.



EMAIL 1: AWARENESS

Send this email to raise awareness and get people to sign up for a photo session.

TO WRAP UP



EMAIL 3: THANK YOU

Send this email the day after Holiday Photo Day to thank people for participating.

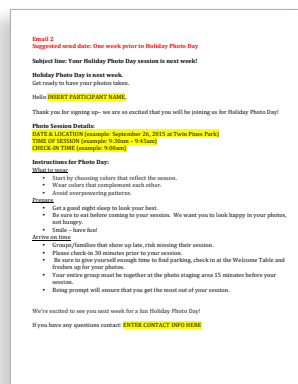


TO PREPARE



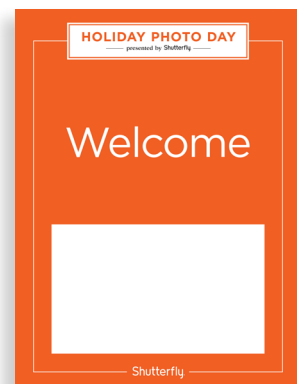
PARTICIPANT INFO SHEET

Participants will hold this up for their first photo. These need to be filled out and brought to the event.



EMAIL 2: REMINDER

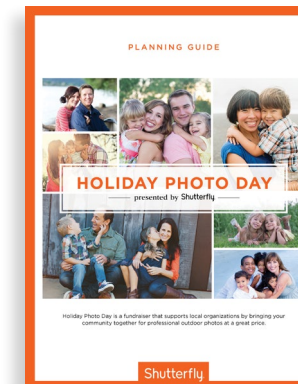
Send this reminder email to participants one week prior to Holiday Photo Day.



WELCOME POSTER

Display this poster on event day. Use the white space to draw arrows and direct participants to the check-in table. Best if printed as 18x24 posters in color. Available to download in black & white.

ADDITIONAL RESOURCES



PLANNING GUIDE

This planning guide is available to download as a PDF.



EMAIL BANNERS

To add some excitement to your emails, insert this banner at the top of each email.

About Shutterfly



HOLIDAY CARDS

Shutterfly is a destination for making personalized products. Established in 1999, Shutterfly is the leading digital retailer and manufacturer of high-quality personalized products and services. Our vision is to make the world a better place by helping people share life's joy. We do that by helping our customers deepen personal connections with the people who matter most to them.

ThisLife by Shutterfly is your destination for free unlimited photo storage. With easy access from your desktop or mobile phone, ThisLife gives customers access to all their photos wherever they are.

For this program, you will get your final digital files shared to you with a link to ThisLife. With the link, you'll be able to download full resolution files to your computer or use them to make gorgeous holiday cards, gifts and more at Shutterfly.

Our Photographer Team

Holiday Family Photography is a network of professional photographers throughout the United States. For over 15 years, these photographers have helped people capture life's memories through the creation of beautiful portraits.

Create something wonderful

There's so much you can do with your professional photos! Shutterfly helps you transform the photos you love into high-quality holiday cards, stylish photo gifts, home decor and so much more.



CALENDARS



PHOTO GIFTS



PHOTO BOOKS



HOME DECOR

We're here to help

General questions

877-655-6452

Planning and photography questions

866-601-0172 or email: info@holidayfamilyphotography.com

For downloadable templates and program updates

visit: shutterfly.com/holidayphotoday

Help using ThisLife and Shutterfly

866-888-9460 or email: holidayphotoday@shutterfly.com

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