### 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.

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## 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

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### **Planning Checklist**

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

by\_\_\_/\_\_\_

by\_\_\_/\_\_\_

by\_\_\_/\_\_\_

by\_\_\_\_/\_\_\_\_

by\_\_\_\_/\_\_\_

#### **BEFORE HOLIDAY PHOTO DAY**

#### Once your event date is booked

- 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

- 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

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

#### **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

#### AFTER HOLIDAY PHOTO DAY

approximately 52 days after the event.

- $\Box$  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

for fundraising

- 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.



## Photo Day Tips

• 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.



- 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.

TO PREPARE



#### AWARENESS FLYER

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

	v Fundraiser - Presented by Shutterfly
Holiday Photo Da Sign up for a photo	
Hello INSERT ORG	ANIZATION NAME parent/guardian:
photos! INSERT OF Day, a fun event th the profits go to ou	at neuronal the corner and that means it's time to start this long about holiday (GMNZATION NAME) has partneerd with Shutterfly to present Holiday Photo a holys families got preferenceal estatoer photographs at a great price – and all a dops for an one of the planning is all done for you. All you need to do is register, g and show up to have your photo taken. It could it the easter.
	CATION UNIQUE URL nicute photo resules, which includes five free digital images
Questions/Contact	ENTER ORGANIZATION CONTACT INFO
from this event go	wr Organization Holiday Photo Day, you are directly benefiting our organization. 100% of profit to our organization. Pâra, if you parchaso additional digital images, our arn another \$6 per image parchased within 45 days of the event.
Questions Please contact INS questions.	EKT Coordinator NAME at INSERT COORDINATOR CONTACT INFO with any
About Shutterfly	
Shutterfly leads the customers turn the	Shutterfly has been helping families preserve memories and share life's joy. market in digital personalized photo products and services. Shutterfly holps for forestien removies into lasting keepsakos with assurd-winning photo books, and stationery, as well as custom heme decor products and unique photo gifts

#### **EMAIL 1: AWARENESS**

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

Email 3 Surrested send date: Or	ne dav after FPD
Subject line: Thank you	for supporting ENTER YOUR ORGANIZATION HERE
Thank you for participa Here's what's next	ting in Holiday Photo Day
Hello INSERT PARTICIPA	AT NAME
Thank you for being a par had as much fun as we da	rt of <mark>INSERT ORGANIZTION NAME</mark> Holiday Photo Day event. We hope df
	appect to receive your photon via email, with the subject line "Photos I link to view your digital images. This email will also contain a unique ve free digital images.
digital image purchased v	asse additional digital images – the cost is \$25 each. For every increm within 45 days of our Holiday Photo Day event, our organization will j That's more beautiful images for you and extra fundraising for us!
If you have any questions NAME AND CONTACT IN	or need additional information please contact <mark>INSERT COORDINATO</mark> 10.
Thank you again for your	support
Sincerely,	
INSERT TITLE OF SIGNER	6

#### EMAIL 3: THANK YOU

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

#### ADDITIONAL RESOURCES



#### **PARTICIPANT INFO SHEET**

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

Subje	ct line: Your Holiday Photo Day session is next week!	
	ay Photo Day is next week. ady to have your photos taken.	
Hello	INSERT PARTICIPANT NAME,	
Thank	you for signing up- we are so excited that you will be joining us for Holiday Photo Day!	
Phote	Session Details:	
TIME	& LOCATION (example: September 26, 2015 at Twin Piror Park) 07 255500 (example: 9:30am - 9:45am) 6-1N TIME (example: 9:30am)	
	actions for Photo Day:	
:	to user Start by choosing colors that reflect the season. Wear colors that complement each other. Avoid overscovering natherna.	
Prepa	12	
•	Get a good night sleep to look your best. Be sure to eat before coming to your session. We want you to look happy in your photos, not happy.	
	Smile - have fun!	
	Groups/families that show up late, risk missing their session.	
	Please check-in 30 minutes prior to your session. Be sure to give yourself encough time to find parking, check in at the Welcome Table and frenchen uso for your shocks.	
•	Your entire group must be together at the photo staging area 15 minutes before your version	
	sension. Being prompt will ensure that you get the most out of your session.	
We're	excited to see you next week for a fun Holiday Photo Day!	
	have any essentions contact. ENTER CONTACT INFO HERE	

### **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.





This planning guide is available to download as a PDF.





TO WRAP UP



Download these resources at: shutterfly.com/HolidayPhotoDay

## HOLIDAY PHOTO DAY

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#### **EMAIL BANNERS**

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

### About Shutterfly



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.









### 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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