Lifetouch Event Guide

What we will cover in the Organizational Meeting:

- Overview of the process
- Discuss the Lifetouch Event Guide
- Designate key people and set due dates
- How to obtain follow-up materials

Make your program a success by following Lifetouch's step-by-step instructions.

The result is a program that:

- Brings people together
- Communicates your goals
- Puts names with faces
- Records lasting memories
- Achieves the best participation
- Reactivate families

Your Representative _____

Phone _____ Fax _____

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 and times:

week 1		week 2		week 3		week 4		week 5	
date	times	date	times	date	times	date	times	date	times

STEP 1 Organize Your Committee   Volunteers involved C   Date

See your Lifetouch folder **#1 Organize Your Committee** for more resources

Coordinator _____ Phone _____ Email _____

Sign-Ups _____ Phone _____ Email _____

Publicity/Host _____ Phone _____ Email _____

Reactivation _____ Phone _____ Email _____

Layout & Design _____ Phone _____ Email _____

Online Directory _____ Phone _____ Email _____

STEP 2 Automate Your Calling   C S P   Date

See your Lifetouch folder **#2 Automate Your Calling** for more resources

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 members 6 weeks prior to photography _____

- **Don't Miss Out call** Made 2 weeks prior to photography to members that have not already scheduled a portrait appointment _____

- **Reminder call** Made to your members 1-2 days prior to their scheduled appointment

If you haven't done this already:

- Email your call list to **lcdconnections@lifetouch.com**
  Preferred formats: Excel, CSV or text files delimited
  Due Date _____

- Record your messages for your automated calls
  Due Date _____

Onsite Sign-Up Scheduling Process:

- Family chooses their time
- Volunteer gives the family a Portrait Guide with appointment date and time
- To avoid delays, do not schedule families in the shaded gray areas or extend the schedule
- Schedule only one family per appointment slot—give families with seven or more members TWO consecutive time slots
- If you are scheduling families using onsite paper sign-ups, make sure your online system is turned off during that time so double appointments aren't made

STEP 3 Schedule Your Appointments   C S   Date

See your Lifetouch folder **#3 Schedule Your Appointments** for more resources

Online Sign-Ups You will receive an Online Scheduling Email from Lifetouch. Print out the Coordinator Instructions and place the online sign-up link on the home page of your website. Members will receive a link to a portrait coupon **at time of their appointment reminder** when using the online sign up system and providing their e-mail address

Onsite Sign-Ups Should take place before and after services each of the 4-5 weekends before photography. You will need the following for onsite sign-ups:

- Location _____
- Volunteers at a table or welcome center
- Portrait guides & price sheets
- Daily schedules via online scheduling system or paper sign up sheets

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.

Sign-up Days:

_____ _____
_____ _____
_____ _____

STEP 4 Publicize Your Event   C P   Date

See your Lifetouch folder **#4 Publicize Your Event** for more resources

Begin publicizing your event by communicating when and where sign-ups will take place with verbal and bulletin announcements. Your organization leader's support and communication of the event is **KEY** to the best participation.

- Display **publicity posters** with appropriate photography dates and times in prominent locations
- Distribute **newsletter inserts** (8.5x11" letters). Ask your leadership to write a cover letter on organization letterhead to promote your program or run your newsletter inserts through your copier to print the letter on the back
- Distribute **Portrait Guides** in bulletins or at sign-ups and send **reminder cards**
- Promote an outreach event in conjunction with your photography event such as an Invite **Friends & Family** event, **Feed the Need** food drive, or other outreach program
- Utilize Lifetouch promotional videos and/or sign-up displays at weekend services

Roles of a Host:

- Welcome families and answer questions
- Assist with check-in paperwork
- Communicate any outreach programs in conjunction with the photography event (food drive, etc.)

STEP 5 Recruit Your Hosts   C P   Date

See your Lifetouch folder **#5 Recruit Your Hosts** for more resources

- Recruit two hosts for 2-3 hour shifts per day
- Have hosts arrive _____ minutes early for training from the Lifetouch photography team

STEP 6 Reach Out to Your Families   C R   Date

See your Lifetouch folder **#6 Reach Out to Your Families** for more resources

Step 6 is an optional suggestion that could be an important part of your program to re-connect inactive members of your organization.

- Identify and list the members who have not signed up for your photography event
- Recruit volunteers to reach out and contact listed members with an invitation to participate

See your Lifetouch folder **#7 Prepare for Your Photography** for more resources

- Post signs to welcome and direct members to your photography area
- Your photography team will arrive **two hours early on the first day** to set up. They will need:

  Reception area One registration table and chairs for families waiting to be photographed

  Photography area Cleared room measuring a minimum of 14 feet wide x 20 feet long with a 9 foot ceiling (larger is preferred)

  Note: Lifetouch equipment requires electrical outlets

  Portrait viewing area Next to the photography area and large enough for two to three tables and chairs on each side for families to view their portraits

  LOCATION _____

- Confirm someone is onsite to unlock the building and photography rooms **30 minutes early on non-set-up days** and confirm organization lock-up procedures

For your photography sessions: have your office print a copy of your photography schedule and two sets of standard mailing labels of your families sorted **alphabetically by last name** with address, city, state, zip

- **Label set 1** Place on each family's Lifetouch Portrait Sitting Card*
- **Label set 2** Place on a Photography Check Sheet*

provided by Lifetouch at your photography event

Fill out a **Staff Portrait Planner Form,** listing all the staff members that will be photographed for your directory. Provide this form to your event host to ensure the proper staff portraits are taken. **TIP** Have your roster information printed out and present for families to update their contact information

STEP 8 Design Your Directory **C** **L**

Date

See your Lifetouch folder **#8 Design Your Directory** for more resources

Directory Questions? Call your Lifetouch representative or 1.800.521.4611
For StoryBuilder Technical Support: Call 1.866.339.3253 or email sbtechsupport@lifetouch.com

Lifetouch provides you with the tools you need to create your directory. Begin by choosing one of the following design options:

- **StoryBuilder** Lifetouch's quick and easy design tool to create your cover and activity pages. There is a wide variety of pre-designed covers and activity page templates for you to choose from
- **Create-Your-Own** Enlist a graphic designer to create your cover and activity pages using their own Lifetouch accepted desktop publishing software

Your directory team will be responsible for submitting the following to Lifetouch:

- **Directory Cover**
- **Activity pages** (includes staff pages) **Total number of estimated pages** _____ Your final number of pages is determined by the number of families photographed. Call 1.800.521.4611 five days after your photography event to confirm final page count.
  For staff activity pages–include staff names and titles under blank photo boxes and Lifetouch will place the staff images in for you
- **Submitted photographs for your family section (if any–$10 per submitted photo)** These are included in color and in alphabetical order in your family section. Families who submit photographs also receive a directory
- **Roster Data** For Lifetouch to format your roster section, include member's first and last names, phone number, address, city, state/province, zip/postal code, email address*

  *Email address will also be used for the set-up of your Online Directory. Include a note "DO NOT PRINT EMAIL IN PRINTED DIRECTORY" if you prefer they not be included in the printed roster

- **Completed directory layout files, Page Envelope forms and your Directory Submission Form**

STEP 9 Distribute Your Directories   C P   Date

See your Lifetouch folder **#9 Distribute Your Directories** for more resources

- Distribute your directories in the way that works best for you

TIP To track distribution of your directories, make a copy of the family section and have each pictured family sign their portrait as they pick up their directory OR print a set of labels with each family that receives a directory and place the family's label onto the back of their directory for alphabetical pick-up

STEP 10 Launch Your Online Directory   C O   Date

See your Lifetouch folder **#10 Launch Your Online Directory** for more resources
Online directory questions? Email the Lifetouch Center of Excellence at
lcdonline@lifetouch.com

Your online directory is produced by Lifetouch by one of two delivery schedules:

☐ **FastTrack delivery** Requires submission of roster information (per step 8) one week before photography begins. Date: _____ If you meet this date for FastTrack delivery you will receive your online directory two weeks after photography

☐ **Standard delivery** Online directory is delivered after shipment of your directories

When your online directory is ready, an email confirmation with instructions will be sent to your organization and includes the following two attachments:

- **Excel report** Includes the family roster information used to setup your online directory and the internet link to your online directory including usernames and passwords for each family

- **PDF document** Includes a mail merge letter for each family with their user name and password. Print letters and hand out to families at weekend services

Online Directory Launch Procedure:

1. **Register for online training** Go to www.lcdwebinars.com
2. **Schedule launch weekend** Schedule a date 2-4 weekends out after you have received your email confirmation with attachments
3. **Schedule date(s) for update photography** Contact your Lifetouch representative to schedule your date(s) for update portraits of families. You will have new members, members with changes such as new babies in the family, and members not photographed for the last printed directory
4. **Add login link to your website** Your login link to your online directory is included in the Excel report. Have your web administrator place the link on your website before your launch weekend.
5. **Print PDF document** Print out all mail merge letters mentioned above and hand out at your launch weekend services
6. **Continue to promote & update** Use of your new online directory requires ongoing promotion and update photography events

Committee Goals

Participation level in program _____

Date to submit directory materials _____

Date to distribute directories _____

Other _____

_____

_____