



PICTURE DAY GUIDE

STOP!

We appreciate your hard work and dedication to making Picture Day a success. We have made some exciting updates to this program, including a **new website**, this **simplified checklist** and **improved emails**, to help make your job easier. Use these new tools to simplify communication about your school's upcoming Picture Day!

BE ON THE LOOKOUT FOR EMAILS!

At this point, you should be receiving email updates from issnet@inter-state.com. These emails are designed to keep you on track with your checklist. If you have not been receiving emails from Inter-State, contact your Sales Rep to ensure we have you listed as a Coordinator for your school.

WHEN YOU RECEIVE THIS CHECKLIST

Make sure parent emails are being updated. Your Sales Rep will ask you to include them with your school data closer to Picture Day. When you provide your Sales Rep with a parent email list, we will send them:

- *Picture Day Reminders with links to order online before Picture Day.*
- *Their student's digital image and a link to order online, shortly after Picture Day.*

Parent email addresses also allow us to safely verify when a parent/guardian requests a forgotten Order Code so you don't have to.

If you cannot share your parent email list, encourage parents to sign up for Picture Day Reminders at inter-state.com/kiosk.

TWO WEEKS BEFORE PICTURE DAY

If you received Hall Posters in this box, hang them in your school.

Display the Picture Day date around your school.
e.g. Outdoor marquee signs, digital signs and message boards

Post about Picture Day on your school's Social Media pages.
Go to inter-state.com/PictureDaySocial for image and video content to post.

ONE WEEK BEFORE PICTURE DAY

Send flyers home.

Submit your school data including the parent email addresses, if appropriate, to your Sales Rep when they request it.

Post again about Picture Day on your school's Social Media pages.
Go to inter-state.com/PictureDaySocial for image and video content to post.

SPREAD THE MESSAGE!

Parents can also preorder online at inter-state.com/order.
Check your email for your school's Order Code.

THE DAY BEFORE PICTURE DAY

- Distribute the Take Home Notices found in the box with this checklist.
These flyers are small half-sheets that remind parents Picture Day is tomorrow. Keep in mind, not all schools receive these flyers. If you did not receive these flyers, we provide printable versions online at inter-state.com/PictureDay.
- Make an all-school announcement
Ask the front office to make an announcement.
- Send a text.
Remind parents via text message if your school has a text messaging system.

PICTURE DAY

- Introduce yourself to the photographer(s).
 - Help students* waiting in line by making sure:
 - Hair is fixed
 - Face is clean
 - Clothes are appropriate
 - ID badges are removed
 - Necklaces are turned the correct way
- *Our photographers have a No-Touch Policy, so we depend on you or volunteers to look out for these things.*

SHORTLY AFTER PICTURE DAY

If you provided your Sales Rep with a parent email list, parents will receive an email with a link to view their student's picture and order online.

3 TO 4 WEEKS AFTER PICTURE DAY

It will take us approximately 3-4 weeks to process your school's orders and get them shipped back to your school. You will receive an email once your orders ship.

For additional Picture Day tools, visit inter-state.com/PictureDay.
Visit inter-state.com/support for answers to frequently asked questions.

If you have questions, contact your local Sales Rep
or visit inter-state.com/Schools.

Please note that this website should be used by the Picture Day Coordinator or school staff only.