



PROMOTING PICTURE DAY

Remind everyone at your school with morning announcements, social media, email reminders, phone calls home, and posters!

1. **UNDERCLASS MARKETING KIT:** You will receive another email one-two weeks prior to your scheduled picture day. This email will include a direct link to online ordering for your school. You will need to create an email using the memo template provided and insert the ordering link for your parents. Send one email two weeks prior, one week prior, and one day before picture day.
2. **SOCIAL MEDIA:** Use the social media images provided to promote picture day on Instagram, Facebook, and Twitter, and your website! Add link for access to online ordering.
3. **POSTERS:** Please hang posters provided in your shipment of order forms before picture day.
4. **WEBSITE REMINDER:** Use our website promotion provided to remind families of our upcoming picture day. Add the prepay link on your homepage for parents to order.

**Thank you for your continued efforts and
support in ensuring picture day is a success!**



www.bpiphotography.net

Customer Service: (866) 363-6936

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PICTURE DAY IS APPROACHING!

Sending a quick email to all your parents is a great way to ensure good attendance on picture day. We have provided an example for you. Please change the wording as you see fit!

ATTENTION PARENTS & GUARDIANS:

Students-Don't be a blank spot in the yearbook! School picture day is on September 23. School portraits will be taken by BPI Photography and are a great way to preserve your child's school memories. These pictures also serve as a school fundraiser, so please remember to participate.

Order forms may be sent home with your student, but for those who wish to order online using a debit or credit card, click our school's prepay link below to order:

1. Online Prepay Purchase / Credit Cards:

<https://bpiphotography.net/view-order-photos/>

2. Cash or Check (with an order form, collected by a BPI photographer)

- a. ONLY accepted on Picture Day
- b. Cash - Exact Change only
- c. Checks made payable to: BPI Photography

Pre-Orders are available through picture day, and those packages will deliver back to the school for your child to bring home. You CAN still order pictures after picture day all-year long, but post-picture day orders ship directly home, so there will be a residential shipping charge. BPI guarantees 100% satisfaction. If you are unsatisfied, upon return of your original package, you may receive a full refund. You may also have your student retake their picture on makeup day and BPI will reorder that package for you.

Visit our photographer's website at www.bpiphotography.net or call (866) 363-6936 with questions. As always, thank you for your continued support!

