

PICTURE DAY CHECKLIST

FAMILY APPROVAL PROGRAM



Before Picture Day

- Confirm picture date and time with your Lifetouch Account Specialist
- Write picture date on posters and display
- Recruit a parent helper to assist on picture day (parent helper receives \$50 off their portrait purchase)
- Distribute parent notices
- Apply stickers to children's clothing
- Visit our reminder tools to communicate picture day by email or your newsletter

On Picture Day

- Review any special situations or needs with your photographer
- Provide photographer with returned parent notices
- Supply class list to fill out camera cards

After Picture Day

- When portraits arrive hang poster
- Have parents sign out portrait packages to preview
- Use Portrait Sales Report to track returned portraits and payments
- 2 weeks later distribute final reminder notice
- 21 days after portraits arrive return payments and unpurchased portraits to Lifetouch

**Contact your Account Specialist at 1.800.736.4748
if you have any additional questions.**