

HERE'S HOW THE PHIPPS STUDIOS PROGRAM WORKS

You will give families in your community the opportunity to own a beautiful, 10x13, full color, family portrait. This portrait normally retails for \$49.95; however, you would offer it for only \$10.00. **(Many organizations now charge \$15.00)** From this \$10.00, your organization would keep 100% profit, all \$10.00. There is no cash outlay... no investment needed. All of the portraits are fully guaranteed, which simply means that if you sell a portrait to a family and there is something wrong with it, we will refund the entire \$10.00. So, as you can see, you are assured good quality portraits.

NOTE: There will be three poses taken. In addition to the family portrait, you will be able to purchase portraits of just the children and just the parents, plus any special requests the family may have – pets, grandparents, etc. **The \$10.00 portrait special has been designed just for families.**

Please follow these guidelines during your Phipps Studios fundraising program.

At this price, you can offer only one portrait special to each family.

WHAT CONSTITUTES A FAMILY:

Couple living together as spouses;

Parents & Children;

One Parent with Children;

Single Adult over 21, living on their own, and self supporting

An adult IN the portrait must return to pick up portraits or offer is void.

We are sorry but there can be no exceptions to these rules.

BEFORE YOU START SELLING

When you decide to run our program, please call our office and we will schedule a date to photograph and send you appointment sheets to schedule the families for photography. Remember you must have the first day completely filled

before you start to schedule for any other days. When you fill the first day, please call for additional information.

COORDINATOR'S OUTLINE

1. Go over the material point-by-point; make sure everyone understands the program.
2. Please call and advise me of the number of families scheduled weekly, starting three weeks prior to the photography date (leave a message if necessary).
3. We require that a minimum of 25 portraits be sold, with all **money collected**, before a photographer can be scheduled for your organization.
4. The photography location must be a room at least 18'x20', with a minimum **unobstructed** ceiling height of 10'. It will be necessary to have someone present at the photography location throughout the entire program. (We recommend two workers per shift.) They will be greeting families, filling out forms, and keeping families moving to the photographer. Workers shifts should be 2 to 4 hours. **Workers must also be familiar with the rules.**
5. On the photography date, families will be informed of the date to return to pick up their portrait special. On that date, there will be a selection of **finished** portraits available for purchase.
6. On the first photography date, the photographer will need to be in the building to set up two to two and one half hours before the first appointment. On the last photography date, the photographer will be two hours after the last appointment to take down and pack up equipment. Please keep this in mind when scheduling building time and custodians.
7. On the sales date, the photographer will be arriving one hour before the first appointment and will be half an hour after the last appointment.

At Photography

1. The room size needs above are minimums.
2. The photography room should be separate from the waiting/sign in area.
3. The photography room, if it has any windows, should be able to be blocked off. Shades, construction paper etc. These should be blocked off before the photographer arrives. If not extra time will be needed for set up.

4. I will need one table at least 5' in the photography room, and two tables at least 5' in the waiting/sign in area.
5. You should have chairs for the families waiting to be photographed.
6. Volunteers need to arrive 20 minutes before the first appointment to receive instructions.
7. At the end of the Photography day I will need a list of all Volunteers that actually showed up to help along with the names of the coordinators who ran the program.
8. **The room size requirements should be cleared and ready before the photographer arrives if not please allow extra time for set up.**
9. **The room should have at least 2 different electrical circuits. 1 - 20amp and one 15 amp.**

At Portrait Viewing

1. I will need two tables at least 5' long (preferably 6')
2. 5 chairs (total) at tables
3. Someone should stop by, several times during the day, check on any families who have missed their appointment to pick up portraits and call to remind them.

A comment on clothing for portraits

The best portraits take careful planning. The clothing you choose is very important for your portrait's success. Remember that the face(s) are the most important part of your portrait. When you look at your finished portrait your attention should go directly to the face(s). All other elements should be secondary. Simple long sleeved clothing in medium to dark colors generally work best with medium to dark backgrounds. (Darker colors are also more slimming) Lighter backgrounds work well with lighter colored clothing. When choosing clothing for a group, keep all the clothing in the same tonal ranges so that no one member of the group stands out. Never assume slacks or shoes won't show. Doing so may limit posing options for your group.

Getting the most from your fundraiser

? Send out more than one flyer. With today's busy family schedules things that aren't important at the moment get put off and sometimes forgotten. Organizations that send out more than one notice get a higher percentage of families than those that only send one.

- ? Reach the parents, set up a table at back to school nights, Holiday plays, concerts, etc. You will reach those parents that haven't yet found the notice in children's book bags.
- ? If you have a sign in front of the school where you can put messages announce it there as well.
- ? Some local newspapers, radio stations and TV stations will announce community fundraisers at no charge.

Make reminder calls the day before photography to help minimize no shows.

The common theme in all the above is getting your message to the parents instead of relying on children giving the notice to their parents or searching through their child's book bag. This is key to getting the most from your fundraiser.

A Note about Volunteers

On the day of photography your volunteers are very important. You should have 2 volunteers at all times unless you have a very light schedule. One volunteer will be helping families with their paperwork and return scheduling, the other will be keeping families together and moving them to the photographer as needed. It also helps that they volunteer for at least 2 hour shifts. **The volunteers should be familiar with the rules, sign the families in and make sure they are ready to be photographed as they come in to the photographer. (Coats off, hair combed, and all children with their parents not wandering around).** On a full day, we photograph 58 families. If the photographer has to wait even one minute per family to get to him or take off coats, comb hair, etc. we have almost a full hour to make up by the end of the day.

The same holds true for filling out the families sitting tickets. If they are not filled out correctly the photographer then has to stop to make corrections, slowing everything down.

The volunteer's job is to keep everything organized and make sure the families are ready and moved to the photographer as quickly as possible as the last family is finished. This allows the photographer to do the best job possible without causing any waiting for families coming to be photographed. This also makes for a more enjoyable experience for your families.

Remember we are trying to photograph as many families per day as possible with the best quality so that you can make the most money for your organization in the time available.

Please call if you have any questions not covered. Check out www.phippsstudios.com for samples of backgrounds, props and portraits

Thank you

David Phipps

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