



COORDINATORS INSTRUCTION GUIDE

IMPORTANT please read carefully

Thank you for choosing to fundraise with Laura Jean
To make your day a huge success, there are a few guidelines to follow:

The \$15.00 Fundraiser Portrait

- **Is only available once per person** (i.e. children cannot appear with parents in one fundraiser, and with grandparents in another)
- **The only exception being when parents have separated** and both want a portrait with their children. Please book them into either:
 - 1 appointment as two fundraisers
 - 2 appointments if they are two separate groups
- **May include siblings together**, without Mum and Dad only if they don't participate
- If requested, may be printed in black & white (photographer must be advised on day)
- **Should be picked up at the viewing by parent/guardian or offer is void** family will be asked to cover postage and handling

Obligation free additional portraits

- No sitting fee
- 3 pose portrait package available in a selection of colour/b&w
- CD of images is also available

Promotion

For a successful fundraiser you need to reach out to each family at least 3 times

- Invites out to each family one month before day of photography
- Regular reminder in newsletter
- Community Posters - local shops, child care, schools
- **You will receive bonuses when 25/40/60/75 families are photographed**

Appointments

- **Pre payment is essential** (or often don't show!) – don't accept bookings without payment or you will be chasing = more work!
- After payment, allocate voucher appointment confirmation and advise venue
- Scheduled at 4-5 families per hour
- **Please keep condensed**

The Venue

- To be at least 5m wide and 8m long, free from obstructions
- Needs to have power
- Toilet facilities required on the day of photography!

Day of Photography

- Photographer will make contact a couple of days prior
- Pre arrange **viewing date** and venue with photographer
- Photographer will need to meet you **1 hr before the first family** to open venue.