Hello, friend!

Advising publications is hard. When I transitioned from the classroom after 12 years of advising newspaper and yearbook to my role at CADY, my primary goal was and still is to be as helpful to advisers as possible.

Our mission at CADY is to make your life easier, and that’s the heart and soul behind this Adviser Communication Kit.

By providing you with resources, we hope to take the work surrounding senior photos off your plate.

This kit includes tools developed from adviser recommendations, my time in the classroom and more. Here’s what you can expect:

- Email scripts to help parents navigate booking sessions and what to expect from the senior photo process
- Social media graphics & web banners
- FAQs flyer

We share the same goal - get every senior in the yearbook! A successful senior photo process increases yearbook sales and senior ad sales.

As always, we are here for you every step of the way. Let’s make this your best year ever.

Have a great year!

Samantha Berry
Director of Education & Curriculum
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Senior Portrait Reminder Calendar

On this page you will find a calendar of suggested senior portrait reminders. We want to do everything we can to get every senior in the yearbook.

Since most of us come from the field of education, we like to think in terms of lesson plans. Each item is hyperlinked to the assets needed for the campaign within this kit.

We recommend setting calendar reminders, especially if you’re about to go on break for the summer.

Thank you for being awesome!
MAY
How to send an email to seniors, parents, and guardians

1. Compose a new email.
2. Copy and Paste subject line and body content, filling in customized sections.
3. Insert yearbook deadline date once finalized.
4. Include Booking Flyer attachment.
5. Send to all seniors, parents, and guardians.

Email Content
(Copy & Paste)

Subject Line:
Schedule Your Senior Portraits Now

Body Content:
2024 Seniors, Parents, and Guardians,

Welcome to senior year! It’s going to be a busy year full of a lot of excitement so don’t forget to schedule your senior portraits with CADY.

You must have your portrait taken by CADY to be in the yearbook, but don’t worry — CADY specializes in the full senior portrait experience with a full studio housing over 10 different scenes with 3-D built-in options, changing rooms, and a high-energy atmosphere with music and professional staff. Schedule your session between June 1-30, 2023 and get a free scene through a limited-time promotion.

More information about booking your session is attached in the Senior Booking Newsletter.

Get your photos for family, grad announcements, senior yearbook ads, and more. Remember — Don’t get left out of your yearbook!

CLICK HERE TO BOOK YOUR SESSION NOW
How to download flyer

1. **Click** to open the image.
2. **Right Click** on the image from your browser.
3. **“Save as”** to your computer.
4. **Attach** to emails and/or print.

---

We are so excited to partner with CADY to capture this milestone because you deserve more than just a yearbook picture to recognize this achievement.

At CADY, your senior portraits will be an experience.

When you visit the local studio, you will be photographed on 3D, built-in scenes—not on boring backdrops. The high energy music, encouraging staff, and effort that goes into your session will create an experience that will forever be special to you and your family. CADY encourages you to be photographed with props, your pets, and we even encourage your parents to be photographed with you. There is no limitation to capturing this moment in your life. You can do all of this by booking a Simple Session. If you really want to bring your celebration to the next level, an Elite Session will include hair and make-up.

Check out all of the options to see what is best for you. And don’t forget, CADY will send your favorite formal image to your school to be included in the yearbook if you are photographed by:

Signup as soon as possible. **Click Here to Sign Up** or visit cady.com/schedule

- Choose the experience that is best for you: everything from an Elite experience (includes hair/make up and off-site locations) all the way to a Simple experience or yearbook only if you are just looking for the minimum.

- Sessions do NOT include photos, but there are several package options available for purchase. For session comparison, please visit home.cady.com/seniors-book

- If you select a Traditional session, your proofs will come in a beautiful leatherette portfolio. If you select a Most Popular or Elite session, you will view your proofs in a custom video presentation.

If you have any questions, please feel free to contact CADY [here](#) or call 678-722-3449.

**Congratulations, Seniors!** I can’t wait to see all of your beautiful photos!

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Emails are great but utilize all communication platforms! Parents are communicating on Facebook in groups for Senior parents! Ask parents of your senior staffers to share images and flyers in Facebook groups! Be sure to include links for parents to access the booking site!
May
Social Media Assets & Instructions

How to: Click either image to download the graphic for your school’s social media accounts.

1. **Click** to open the image.
2. **Right Click** on the image from your browser.
3. **“Save as”** to your computer.
4. **Upload** to your school’s Facebook, Instagram & Twitter accounts.
5. **Copy** caption (below) & paste into your post.
6. **Tag CADY:**
   - Instagram: cadystudios
   - Twitter: cady_studios
   - Facebook: CADY

---

Does your school use cap and gown portraits for the yearbook? No problem! Click [HERE](#) for additional assets.

---

**Caption:**

⏰ **CLASS OF 2024** ⏰

Booking is OPEN for senior sessions for the Class of 2024 with CADY, who provides a one-stop shop for your senior portraits. You must be photographed by CADY to be in the yearbook. Get photos for grad announcements, senior yearbook ads, and flawless Insta posts. Book now at cady.com/schedule.
May
Web Banners - Choose Appropriate Size

Click the images on the following pages to download the web banners that fit your school’s website.

1. **Click** to open the image.
2. **Right Click** on the image from your browser.
3. **“Save as”** to your computer.
4. **Upload** to your school’s website.
5. **Link** the banner to [cady.com/schedule](http://cady.com/schedule).

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**1210 x 330 px**

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**1200 x 400 px**

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**1440 x 720 px**

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**1500 x 750 px**

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**1440 x 720 px**

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**1600 x 900 px**
May
Web Banners - Choose Appropriate Size

- 473 x 64 px
- 360 x 240 px
- 480 x 330 px
- 550 x 270 px
- 1057 554 px
- 600 x 400 px
- 950 x 330 px
- 960 x 470 px
- 1150 440 px

1150 440 px
JUNE
How to send an email to seniors, parents, and guardians

1. Compose a new email.
2. Copy and Paste subject line and body content, filling in customized sections.
3. Insert yearbook deadline date once finalized.
4. Include Senior Photo Prep Flyer attachment.
5. Send to all seniors, parents, and guardians.

Subject Line:
Attention Class of 2024! Schedule Your Senior Portraits

Body Content:
2024 Seniors, Parents, and Guardians,

Senior portrait sessions are filling up fast. Remember to book your session with CADY to be included in your yearbook. Schedule your session between June 1-30, 2023 to receive a free scene through a limited time promotion.

Attached is a Senior Photo Prep checklist to help you get ready.

CLICK HERE TO BOOK YOUR SESSION NOW

Senior portraits aren’t just for the yearbook. When you book with CADY, you will have the choice of a wide variety of sessions for the experience you want and need.

Visit your local studio and see the difference with:
- 3D, built-in scenes - not boring backdrops
- High-energy music, encouraging staff, and the perfect environment to make you feel special
- Changing rooms, hair and makeup stations

BOOK NOW
How to download flyer

1. **Click** to open the image.
2. **Right Click** on the image from your browser.
3. **“Save as”** to your computer.
4. **Attach** to emails and/or print.

---

Senior Photo Prep

1-2 Months Before
- Schedule your session (choose location, date & time)
- Start planning your outfits, hairstyle, and props
- Avoid getting a sunburn or highly visible tan lines

1 Week Before Your Session
- Have your hair cut and/or colored, then figure out your hairstyle
- Narrow down your outfits and have them dry-cleaned, if needed
  - We suggest bringing at least 3 outfits (depending on session type)
    - Your favorite outfit
    - Your parent’s favorite outfit
    - A back-up option
  - Make sure you’re comfortable in these outfits.
- Trim your nails or have them freshly painted
- Practice some poses so you know what works best for you

1 Day Before Your Session
- Get plenty of sleep the night before so you look well-rested
- Make sure all your outfits are ready (ironed or steamed, if needed)
- Confirm studio location in your session confirmation email

Day Of Your Session
- Confirm your studio address and check for traffic to ensure arriving on time
- Pack all of your outfits, shoes, jewelry & other accessories
- Pack your undergarments for your Yearbook and Cap & Gown scenes
  - Drape: spaghetti strap/strapless tank top
  - Tux: white undershirt
- Pack all of your props
- Pack a makeup bag or hair supplies for touch-ups

*CADY provides everything you need for your Yearbook and Cap & Gown scenes.
You won’t need to worry about bringing a tux, drape, pearls, cap or gown. We have you covered!

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Make sure students don’t miss this! It is so helpful! Put this information in Instagram stories or posts so students can easily access it!
How to send an email to seniors, parents, and guardians

1. **Compose** a new email.
2. **Copy and Paste** subject line and body content, filling in customized sections.
3. **Send** to all seniors, parents, and guardians.

---

**Subject Line:**
All the Info You Need for Senior Portraits

**Body Content:**
2024 Seniors, Parents, and Guardians,

Wondering what to expect when you enter the studio for a senior session with CADY? Check out the CADY Lookbook! You’ll find information about different session options, a preview of each scene, style inspiration, and so much more.

Be a [MASCOT/STUDENT BODY NAME] trendsetter when you get your senior portraits taken at CADY. View the CADY Lookbook through the link below and start planning your session today.

**CLICK HERE FOR CADY LOOKBOOK**

Are you ready to book your session? No problem. Use the link below and get started.

**CLICK HERE TO BOOK YOUR SESSION NOW**
How to: Click either image to download the graphic for your school’s social media accounts.

1. **Click** to open the image.
2. **Right Click** on the image from your browser.
3. “**Save as**” to your computer.
4. **Upload** to your school’s Facebook, Instagram & Twitter accounts.
5. **Copy** caption (below) & paste into your post.
6. **Tag CADY:**
   - Instagram: cadystudios
   - Twitter: cady_studios
   - Facebook: CADY

---

Does your school use cap and gown portraits for the yearbook? No problem! Click **HERE** for additional assets.

---

**Social Post (Copy & Paste)**

**Caption:**
Wondering how to prepare for your CADY senior portrait session? We got you covered! Visit home.cady.com/cady-magazine for everything you need to know about the experience!
AUGUST/SEPTEMBER
How to send an email to seniors, parents, and guardians

1. **Compose** a new email.
2. **Copy and Paste** subject line and body content, filling in customized sections.
3. **Include** [What to Bring Flyer](#) attachment.
4. **Send** to all seniors, parents, and guardians.

---

**Email Content (Copy & Paste)**

**Subject Line:**
What to Bring for Your Senior Portraits

**Body Content:**
2024 Seniors, Parents, and Guardians,

Be prepared for your CADY senior portrait session and use the attached checklist to keep track of everything you need. And if you haven’t booked your session yet, the last day to be photographed for the yearbook is **INSERT DATE**. Use the link below to get started.

[CLICK HERE TO BOOK YOUR SESSION NOW](#)
August/September
What to Bring for Your Portraits Flyer

How to download flyer

1. Click to open the image.
2. Right Click on the image from your browser.
3. “Save as” to your computer.
4. Attach to emails and/or print.

Seniors
What To Bring To Your Session

UNDERGARMENTS
CADI provides everything you need for your Yearbook and Cap & Gown scenes, but you’ll need to bring your own undergarments listed below:
- **Drape**: spaghetti strap or strapless tank top
- **Tux**: white undershirt
- Anything else you will need for your other outfits

OUTFITS
All Sessions come with at least one casual scene. We recommend (at a bare minimum) to bring at least 1 outfit per scene, but the more options, the better.
- **Our top recommended outfits**:
  - Your favorite outfit.
  - Your parent’s favorite outfit.
  - A back-up option.
- Try on your outfits before your session to ensure you’re comfortable in them.

SHOES
Specific shoes are not required for your Yearbook or Cap & Gown scenes, but bring your favorite shoes to match your outfits for your casual scenes.

JEWELRY & ACCESSORIES
CADI provides pearls for the Yearbook scene, but please bring any other accessories that make you feel your best.

HAIR AND MAKEUP PRODUCTS
Pack a makeup bag, hair supplies, chapstick, lotion or anything for touch-ups.

PROPS
Do you play a sport, game, or have a hobby? Bring whatever items that showcase your personality.

Consider putting this flyer on the school website!
How to: Click either image to download the graphic for your school’s social media accounts.

1. **Click** to open the image.
2. **Right Click** on the image from your browser.
3. **“Save as”** to your computer.
4. **Upload** to your school’s Facebook, Instagram & Twitter accounts.
5. **Copy** caption (below) & paste into your post.
6. **Tag CADY:**
   - Instagram: cadystudios
   - Twitter: cady_studios
   - Facebook: CADY

Does your school use cap and gown portraits for the yearbook? No problem! Click [HERE](#) for additional assets.

**Caption:**
Haven’t booked your senior session with CADY yet? Schedule it now or risk not being included in the yearbook! Deadline to be photographed is **INSERT DATE**. Book now at cady.com/schedule.
1. **Compose** a new email.
2. **Copy and Paste** subject line and body content, filling in customized sections.
3. **Send** to all seniors, parents, and guardians.

---

**Subject Line:**
INSERT DATE is the DEADLINE for Yearbook Inclusion

**Body Content:**
2024 Seniors, Parents, and Guardians,

To be included in your yearbook, Seniors must have their portrait taken by CADY by INSERT DATE.

Book your CADY session NOW to ensure your portrait is a part of this tradition. Use the link below to start.

**CLICK HERE TO BOOK YOUR SESSION NOW**

REMEMBER - CADY specializes in the full senior portrait experience with a full studio housing over 10 different scenes with 3-D built-in options, changing rooms, and a high-energy atmosphere with music and professional staff.

DON’T get left out of your yearbook!

**CLICK HERE TO BOOK YOUR SESSION NOW**
How to: Click either image to download the graphic for your school’s social media accounts.

1. **Click** to open the image.
2. **Right Click** on the image from your browser.
3. “**Save as**” to your computer.
4. **Upload** to your school’s Facebook, Instagram & Twitter accounts.
5. **Copy** caption (below) & paste into your post.
6. **Tag CADY:**
   - Instagram: cadystudios
   - Twitter: cady_studios
   - Facebook: CADY

Does your school use cap and gown portraits for the yearbook? No problem! Click [HERE](#) for additional assets.

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**Social Post (Copy & Paste)**

**Caption:**
Time is almost up! Skipping your senior portrait means you won't be in the yearbook! Schedule your portrait today at cady.com/schedule.
FAQs
FAQs
Download the FAQs sheet

How to download flyer

1. Click to open the image.
2. Right Click on the image from your browser.
3. “Save as” to your computer.
4. Attach to emails and/or print.

Everything You Need To Know For Senior Portraits

What’s Included In My Session Fee?
The fee you pay for your session covers the cost of your photo shoot. If you’ve selected a Most Popular or an Elite Session, all of your senior session images will include retouching.
Prints, packages, and wall art are an additional charge.

What Is A Senior Session?
A senior session is your scheduled photo shoot at a Cady location or at your school. It could be basic—excluding yearbook and one casual scene—or an AMAZING model experience with makeup and hair styling, all of our scenes, and a private photographer.

How Do I Schedule My Senior Session?
Visit cady.com/book. We’ve made scheduling your session a breeze. Payment is due at the time of scheduling, so have your credit card ready.
We recommend you complete your session before school starts. The lines at the studio are longer during the later summer months and in the fall.

How Do I Prepare?
Once you’ve booked your session, it’s time to decide what you’re going to wear. This is the time to show off your personality and what makes you unique. Schedule a hair appointment or get your nails done a few days before your session and be sure to get plenty of rest the night before.

How Do I Schedule A Cap & Gown Session?
For your convenience, we’ll include a free Cap & Gown Session during your Senior Session. Our Cap & Gown Images are released right before you graduate in Spring 2024 and can be purchased at that time.
Cap & Gown prints, packages, and retouching are not included with any Senior Session purchases.

Are You Coming To My School?
Some schools choose to offer on-campus sessions. You can visit cady.com/book to see when we will be at your school. School sessions have a limited number of scenes available. If it’s a possibility for you, we recommend scheduling a session at one of our studios so that you can take advantage of all of our scene options and enjoy the full studio experience—it’s only your senior year once, after all.

Do I Need To Bring My Own Cap & Gown, Pearls, And Tux?
Nope! We will provide everything you need for these scenes—cap, gown, tassel, tuxedo, shirt, bow tie, drape, and pearls.
Tux: bring a white undershirt
Drape: bring a spaghetti-strap or strapless tank

Traditional Or Elite?
This is your year, and you get to decide which session fits you best. If you’re a fan of the basics, one of our Traditional sessions might be for you. If you want the Ultimate Experience with your own private photographer for the day, an Elite Session is the way to go.

What Do I Bring?
Whatever you like! (as long as it’s legal) We want these photos to showcase your personality, so feel free to bring different outfits, friends & family pets, and props that reflect your interests (books, sports equipment, musical instruments, trophies, etc).
Check out more ideas at cady.com

What About My Yearbook Photo?
No matter which session type you select, we will photograph you in multiple poses in whatever scenes you’ve picked.
Log in to your dashboard at cady.com/account to select your yearbook photo.

How Do I See My Photos?
Once you complete your session, your Senior Session photos will go through processing before they are available for viewing. If you select a Traditional Session, you will receive a mailed portfolio with all of your Senior Session proofs for viewing. If you select a Most Popular or Elite Session, you will schedule a time to return to the studio to view your Image Presentation.
ADDITIONAL ASSETS
CAP & GOWN
How to: Click either image to download the graphic for your school’s social media accounts.

1. **Click** to open the image.
2. **Right Click** on the image from your browser.
3. “**Save as**” to your computer.
4. **Upload** to your school’s Facebook, Instagram & Twitter accounts.
5. **Copy** caption (below) & paste into your post.
6. **Tag** Cady:
   - Instagram: cadystudios
   - Twitter: cady_studios
   - Facebook: Cady

For copy, click the month for which you are posting:

- **May**
- **July**
- **August/September**
- **October/November**
Additional Assets
Imagery for Marketing Usage

How to download images & usage

1. **Click** to open the image.
2. **Right Click** on the image from your browser.
3. “**Save as**” to your computer.

Here are some additional images for use in your own marketing materials! Great for social, newsletters, flyers, & more!