

Initial Investment

Make your index interesting...and profitable

Here is a last-minute fund-raiser that is not only fun but could make you some nice, last-minute dollars—auction off your initial letters in your index. Plus it gets more people into your yearbook.

Some schools that we work with make great money doing this. They first get permission to hold an auction. Each letter of the alphabet is up for grabs. Students can bid on any letter they want. Winning bidders get to submit a certain amount of copy and photos that can fit into a specified space. The photos can be of the students or friends or anything they want, but the topic needs to start with the letter the students purchased. To give you an example, here is how one young lady who might have invested some money in the letter P would do it.

So, you have 26 letters to work with, or maybe fewer if you combine X, Y and Z. But one school that tried this made an average of \$50 per initial for a total of \$1300! Not bad for a quick lunchtime auction. The staff used the money to pay for part of summer workshop tuition for the editors.

Before you run right out and do this, make certain you have the room in your book to do it this year. An initial letter treatment like those here will take up a substantial amount of space.

If you have planned only four pages for your index, you will now need to add another four just to fit the letters. If you want to do it, the index is usually at the back of your book, and adding pages there is much easier. Just make sure to let us know in advance that you are going to add those pages so we can notify the plant.

Lastly, do a great job of designing the initial letter treatments. If your students love what you do, it will be a lot easier to sell the initials next year. In fact, if you really want to do it right, you will design some examples (like these two) in advance and show them during the auction to give students an idea of what they are getting for their money.



The best night of my life (so far) thanks to you. Tom, you were the best Prom date a girl could ask for. Thank you.
Teresa



adies who lunch

Meeting every Monday during 2nd Lunch since Freshmen year. Friends forever who lunch together now and in the future.