



Marketing Guide

Presented by  PHOTOGRAPHERS
FOR
C H A R I T Y

in association with

Marathon 

About the Promotion

The Celebration of Families Event is a nationwide fundraiser for Photographers for Charity. The campaign is made possible by members of Photographers for Charity in association with Marathon Press.

Participating photographers, all of whom are members of Photographers for Charity, will donate a portion of each December 2020 family portrait sale to Photographers for Charity.

When is it?

Throughout the month of December 2020.

What is the promotion's marketing message?

The Celebration of Families Event is the perfect opportunity to purchase family portraits, while also making the world a better place for children in desperate need.

Because the holiday season is right around the corner, there's no better time to update family portraits, which are the perfect gift for family and friends and so impressive as holiday greeting cards.

A family portrait is the gift you give yourself, your loved ones and generations to come.

Promotion Sponsorship

Presented by

In association with Marathon Press



Benefits of Studio Participation

If you've never been part of a charitable marketing promotion, then now is your chance to learn how personally gratifying and beneficial to your business it can be. Participating in Photographers For Charity (P4C) Celebration of Families Event will allow you to:

- Gain the personal satisfaction that comes from knowing you have taken a leadership position in your industry by standing together with like-minded professionals who make the world a better place through their art.
- Establish your business as one that chooses to benefit a very appealing charity. Many well-qualified consumers prefer to do business with those who care about others, especially children.
- Attract new clients and encourage repeat business from existing clients.
- As a participating studio, your business name and contact information will appear on Photographers For Charity (P4C) Celebration of Families Event consumer website: www.celebrationoffamilies.com.
- The top Celebration of Families Event fundraiser will be recognized for the charitable contribution in January 2021.



Getting Started: Determining How You Will Participate

Promotion Concept

The Photographers For Charity (P4C) Celebration of Families Event is designed to promote family portraiture in time for the holidays and to benefit Photographers for Charity. As a participating P4C member, you have flexibility in determining how you want to participate, how much you wish to donate, and any special offers you wish to make to consumers.

Promotion Date and Duration

The nationally advertised promotion date is December, 2020; however, you are welcome to collect donations for P4C throughout the year. All donations must be remitted to Photographers for Charity by January 15, 2021.

Deciding How You Will Participate

- Determine the type of promotion you wish to offer. Family portraits only? Outdoor portraits? “Relationship” images? A specific type or style of family portrait session? Individual portraits of children added to the session? What about the family pet(s)?
- Decide if you wish for P4C to benefit. For example, donate all or part of a session fee or contribute a set amount for each family session you do in December. P4C requests a minimum donation of \$25 per family session, but you can be as generous as you wish.
- Decide if you wish to include a special offer to consumers to make the promotion even more compelling, such as: -A free 8x10 -2 free gift-size portraits with the purchase of a wall portrait -Free holiday cards with the purchase of a wall portrait or gift-portrait collection -A free gift-size image for each child in the portrait -A free gift certificate with the purchase of a wall portrait -A free specialty product that is unique to your studio

Determining Promotion Location

You can decide on the best location for operating your promotion. Possibilities include:

- In your studio.
- At an outdoor location or in your client’s home.
- Ask a local mall for space to conduct your promotion, as malls often are interested in supporting and/or partnering in a promotional activity.

If you decide to host your promotion at a location other than your business address, please email that location and address to P4C Executive Director Bert Behnke at bert@behnkephoto.com so that the correct location can appear on the promotion’s consumer website: www.celebrationoffamilies.com.

Handling Payments, Accounting and Donations

Billings

If your state imposes sales tax, then you must add that tax to all Celebration of Families Event sales, as participants are receiving both a service and a tangible product in return for their donation. Promotion participants must make all payments directly to your business, not to Photographers for Charity.

Accounting

- It is your responsibility to keep track of the donations for all sessions in accordance with the pledge you are making in your marketing messages. You are welcome to add an additional personal donation if you wish.
- All Celebration of Families Event payments made to P4C will be tax deductible as a business expense.
- For studio accounting purposes, categorize expenses associated with promoting the Celebration of Families Event campaign, as well as any donation amount you might make, as “marketing expense,” and categorize materials used in producing the products sold through the promotion as “cost of sales.”

Donations

- Donations must be remitted to Photographers for Charity by January 15, 2021.
- You may write a check for your total donation, made payable to Photographers for Charity, and send it to: Photographers for Charity Attn: Bert Behnke, Executive Director, 100 Kansas Street; Frankfort, IL 60423. Or you can make your payment online by going to photographersforcharity.com and clicking on “Donate Now.”

FAQS

Q. I have previously participated in Celebration of Smiles. How is the Celebration of Families Event different from that promotion?

A. Both promotions put your business in the public eye and allow you to benefit from the positive public relations associated with charitable marketing. Here are the differences: Celebration of Smiles is largely an opportunity for your business to be seen as one that gives back to the community through mini-sessions that advertise a specific product: a 5x7 portrait of an individual for a \$24 donation in support of Operation Smile. It helps to remind existing clients about your business and provides prospective clients with a low-commitment way to give your services a try. The Celebration of Families Event, which supports Photographers for Charity, is designed specifically to attract family portrait clients to your full-price portraiture in time for them to take advantage of year-end gift-giving opportunities.

Q. Are sessions limited to family portraits only?

A. Conduct your Celebration of Families Event sessions as you would any other family session – whatever works best to build sales. Feel free to add individual portraits of family members if that's what you typically do. Keep in mind that a planning session and in-person sales typically result in higher family portrait averages.

Q. Can I determine how much to donate?

A. Yes. Consider donating all or part of your session fee or contribute a set amount for each family session you photograph during December. Either option will make it easy to determine your donation amount. We do ask that you contribute at least \$25 for each December family session, but you can be as generous as you wish. Keep in mind that the Celebration of Families Event donations must be remitted to P4C by December 15, 2020.

Q. Should I include a special offer to attract clients?

A. As is the case with any promotion, an appealing special offer can serve as an incentive for clients or prospects to take action.

Q. Why must I add sales tax to my Celebration of Families Event sales since a charity is involved?

A. Sales tax must be collected, as participants are receiving both a service and a tangible product in return for their donation. This is an issue that taxing authorities closely scrutinize.

Planning & Marketing Your Promotion

Following is an overview of elements to consider as you plan your Celebration of Families Event promotion. Note that you will find a week-by-week promotional schedule beginning on page 9, and examples of marketing materials that support these strategies are located in the Promotional Resources section that begins on page 13.

Plan Your Promotion

- ☐ Decide which promotional strategies you intend to use.
- ☐ Prepare promotional copy. See suggested marketing copy on pages 15-17.
- ☐ Order necessary promotional materials.
- ☐ Set up a media launch schedule.
- ☐ Create a selling plan for primary portraits, gift portraits, and add-ons such as holiday cards.
- ☐ Create a telephone script so that you and your staff are familiar with important talking points when clients call for appointments. See page 27 for a suggested telephone script.
- ☐ Plan a referral strategy for Celebration of Families Event clients.
- ☐ Consider sending a thank-you letter to all clients who participate in the 2020 Celebration of Families Event. See page 28 for a sample thank-you letter.

Review Promotional Possibilities:

Beginning on page 13 you will find a host of promotional resources that Photographers for Charity and Marathon Press have created to support the strategies suggested below and to help you execute your Celebration of Families Event promotion.

Direct Mail

- Create one or more promotional cards to mail to clients and/or prospects. Create back copy and, if you wish, a promotional offer based on your knowledge of the needs and wants of your clients and prospects. See page 15-16 for back copy and promotional offer suggestions. See pages 18-19 for examples of predesigned promotional cards available through Marathon Press.
- Your best mailing list is your own client list. Target families with children. If mailing to a purchased list of prospective client families, target those with children falling within your desired age range. A purchased list also requires repeat mailings. The less well known your business, the more mailings are required to achieve market penetration.
- Keep in mind that if you have established marketing partnerships in the community, your partners might be willing to allow you to mail to their customer list and/or place promotional material in their premises.

Internet Marketing

- Create a web page or blog entry that explains your Celebration of Families Event promotion.
- Use the same images and text that appear on your direct mail cards to create a promotional web page. See page 24 for sample newsletter copy that can be used as a blog post.

Print Ads

- Ad slicks appropriate for newspaper or magazine placement are available for download at www.photographersforcharity.com. The ads are in PSD format so you can personalize them for your business. Samples of the ads appear on page 22.
- Weekly newspapers are good choices for print advertising, as typically they are well read by consumers.

Free Media Advertising

- Take advantage of free advertising for the Celebration of Families Event by sending a news release to your local media, including shopper tabloids and any specialty tabloid of interest to parents.
- Send public service announcements about your promotion to local radio and TV stations.
- If you have collected e-mail addresses of family clients and prospects, send a promotional e-mail message to each addressee.
- Include an article about the Celebration of Families Event in your studio newsletter.
- A Celebration of Families Event news release, newsletter article, public service announcement, an e-mail message, and social media posts can be found on pages 23-26.

Displays

- Experience shows that displays of your portraiture improve the performance of all other forms of promotion.
- Advertise your Celebration of Families Event by placing promotional cards and posters at each of your portrait displays.

Posters And Flyers

- Don't overlook the value of displaying Celebration of Families Event posters anywhere parents with children will see them, such as local retailers and private schools as well as professional offices and workplaces with designated notice boards. A sample poster appears on page 21.
- Consider leaving promotional flyers at appropriate locations where you have placed posters. See a sample flyer on page 20.

Partnership Marketing

- If you have established marketing partnerships with any area businesses, arrange for a display of sample portraits at their premises. Include a poster and promotional cards for clients to take away.
- Consider that any cause-related marketing campaign represents a real opportunity to establish new partnerships with businesses that support charitable activities.

Mentor Support

Photographers for Charity is providing support for participants in the Celebration of Families Event promotion as follows:

P4C AMBASSADOR CONTACTS

Once you have registered for the Celebration of Families Event, you will be provided with a list of email addresses of P4C Ambassadors in case you have specific questions about the promotion.

PHOTOGRAPHERS FOR CHARITY FACEBOOK GROUP

After you register, you will have access to the P4C Facebook Group where you can ask questions or share ideas with other promotion participants.

CELEBRATION OF FAMILIES EVENT FACEBOOK COVER



- You can download and personalize layered PSD files of two different cards and back copies from Marathon.
- After registering for the program you will receive information on how to personalize and download your templates.

Scheduling Your Promotion

Following is a weekly schedule to use as a guide in setting up your specific promotion schedule:



Book Space

- ☐ If you plan to hold your promotion at a space other than your own, make these arrangements now. Reminder: If you decide to host your promotion at a location other than your business address, please email that location and address to P4C Executive Director Bert Behnke at bert@behnkephoto.com so that the location can appear on the promotion's consumer website www.celebrationoffamilies.com.

Gather Promotion Samples

- ☐ Depending on the specific types of family portraits you wish to photograph, make sure you have examples of portraits that illustrate your promotional concept.

Create Promotional “Visuals”

- ☐ Consider creating an image designed to advertise your promotion to include with news releases when you take advantage of free media. For example: Approach a local “celebrity,” such as a politician or media personality, whose family might be willing to pose with you making their family portrait.

Plan Your Promotion

- ☐ Determine what promotional strategies you intend to use (review checklist on page 7).
- ☐ Order necessary promotional materials.
- ☐ Set up a media launch schedule.

Website Advertising

- ☐ It's not too early to post an item about the Celebration of Families Event on your website, including your promotional photograph. Tell clients that “book now, as sessions are limited.”
- ☐ If you're good at video, create a brief video spot to include on your website or blog.



Four Weeks Before



Launch Promotions

- ☐ Drop direct mail cards.
- ☐ Create a blog post.
- ☐ Post on Facebook and Twitter.
- ☐ Send email newsletters.
- ☐ Send news release and public service announcements.
- ☐ Post a promotional video if you wish

Start a Word-of-Mouth Campaign

- ☐ Mention the event to anyone you meet, from clients and business people to personal friends.
- ☐ Use your personal email list to spread the word.

Plan Promotion Operations

- ☐ Create a telephone script so that you and your staff are familiar with important talking points when prospects call for appointments.
- ☐ Decide how you will present previews and handle finished portrait delivery.
- ☐ Decide if you wish to provide participants with a “reward” such as a bookmark, magnet, etc., or a gift card for future sessions.

Don't forget that beginning on page 13 you will find a host of promotional resources that P4C and Marathon Press have created to help you execute your Celebration of Families Event promotion.



Three Weeks Before



Promotion Follow Ups

- ☐ If planning a second direct mail card drop, send it now.
- ☐ Create a second blog post.
- ☐ Post a reminder on Facebook and Twitter.
- ☐ Send a reminder email blast.

Distribute Promotional Materials

By the end of the week distribute your flyers and posters. Good premises at which to advertise are:

- ☐ Anywhere parents with children will see your materials, such as local retailers, convenience stores, grocery stores, private schools and workplaces with designated notice boards.
- ☐ Your own premises, which you can decorate with posters and balloons.



Two Weeks Before



Promotion Follow Ups

- ☐ Create a third blog post.
- ☐ Post a reminder on Facebook and Twitter.
- ☐ Send a reminder email blast.

Review Your Selling Plan

- ☐ Make sure you have family portrait samples on display, along with specialty items, such as greeting cards . . . anything that you typically sell in the period between October and the year-end holidays.
- ☐ Place orders for frames, specialty items, promotional materials, etc. that you will need to have on hand to build your holiday sales.
- ☐ Add a few holiday decorations that can help to remind participants that the holidays are right around the corner.



One Week Before



Review Preparations

- ☐ Review all elements of your promotion event plan, including required paperwork.

Before Each Family Session

Set Up For Photography

- ☐ Whether you are photographing in your studio or at another location, make sure you are set up in plenty of time to deal with last-minute issues or clients who show up early.

Brief Your Team Members

- ☐ Review how donations are to be accounted and safeguarded.
- ☐ Make sure handout materials are in place and team members are briefed about them.
- ☐ Review the process by which portraits will be selected so that this is communicated to participants.
- ☐ Review how finished portraits will be delivered so that this is communicated as well.

Have a Great Celebration of Families Event!

After The Promotion

Paperwork and Donations

- ☐ As soon after the event as possible, get all paperwork and donations up to date.
- ☐ Remember, your donation must be received by January 15th. See page 4 for payment, accounting and donation information.

Fulfill Orders

- ☐ Being on schedule with image selection and finished portrait delivery is not only a matter of your professionalism, it also has an impact on the integrity of Photographers for charity and our profession.
- ☐ Stick to your schedule for image selection.
- ☐ Stick to your schedule for finished portrait delivery.

Contact Media

- ☐ In January you will be emailed a news release from Photographers for Charity that presents the results of the 2020 Celebration of Families Event.
- ☐ Copy the news release, adding a paragraph recapping your event if you wish.
- ☐ Send your news release to all local media.

Thank Your Participants

- ☐ Send a hand-written thank you note or thank you letter to all participants in your Celebration of Families Event,
- ☐ Use your blog and social media to thank all participants and report the national results for Celebration of Families Event 2020.

Promotional Resources Provided by P4C and Marathon Press

Once you have registered for the 2020 promotion, the following promotional resources will be made available to you:

CELEBRATION OF FAMILIES CONSUMER WEBSITE



Your name, studio name and website address will be added to the promotion's consumer website **www.CelebrationOfFamilies.com**, which will be promoted by P4C and Marathon Press. Be sure to link your website and blog to this consumer site.

LICENSE NOTICE:

The promotional resources shown on the following pages are licensed and available only to PPA members who have registered and paid to be part of the 2020 P4C Celebration of Families Event promotion:



P4C logos are included in the downloads you receive after registering.

Logo Requirements

Logo Requirements Please note that logos must appear in their entirety when used and cannot be altered in any way. Logos must appear in either black and white or match the existing color.

All promotional materials shown on the following pages can be personalized by downloading them as layered PSD files from Marathon. After registering for the program you will receive information on how to personalize and download your templates.

Promotional Copy

Celebrate Your Family . . . and Make the World a Better Place for Children

Celebrate Your Family . . . and Make the World a Better Place for Children

During the Celebration of Families Event – we'll donate your \$_____ session fee to Photographers for Charity to benefit children all over the world and show how much you love your family by reserving your Celebration of Families Event session now! Remember . . . your family portrait is perfect for holiday gift-giving and holiday cards! (Insert optional special offer and your studio information). Sessions are limited, so don't be disappointed. Call 555-555-5555.


Nature's Beauty . . . the Perfect Backdrop for Decorative Family Portraits

Decorate your home and help desperately needy children during the Celebration of Families Event. During December, we'll donate your \$_____ session fee to Photographers for Charity to benefit children all over the world and show how much you love your family by reserving your Celebration of Families Event session now! Remember . . . your family portrait is perfect for holiday gift-giving and holiday cards! (Insert optional special offer and your studio information). Sessions are limited, so don't be disappointed.

Call 555-555-5555.

There's No Family Quite Like Yours, So Don't Miss Out on Family Portrait Month!

We're proud of our reputation for creating unique family portraits as well as our history of helping others through photography. During the Celebration of Families Event – we'll donate your \$_____ session fee to Photographers for Charity to benefit children all over the world and show how much you love your family by reserving your Celebration of Families Event session now! Remember . . . your family portrait is perfect for holiday gift-giving and holiday cards! (Insert optional special offer and your studio information). Sessions are limited, so don't be disappointed. Call 555-555-5555.



Celebrate Your Family . . . And Help Needy Children!

Celebrate the Joy of Family and Bring Love to Desperate Children! During the Celebration of Families Event — we'll donate your \$_____ session fee to Photographers for Charity to benefit children all over the world and show how much you love your family by reserving your Celebration of Families Event session now! Remember . . . your family portrait is perfect for holiday gift-giving and holiday cards! (Insert optional special offer and your studio information). Sessions are limited, so don't be disappointed. Call 555-555-5555.

Help Us Make a Family Masterpiece . . . And Improve the Lives of Needy Children

Take advantage of special family portrait offers during the Celebration of Families Event! During December, your indoor or outdoor session will qualify for special bonuses, and we'll donate your \$_____ session fee to Photographers for Charity to benefit children all over the world and show how much you love your family by reserving your Celebration of Families Event session now! Remember . . . your family portrait is perfect for holiday gift-giving and holiday cards! (Insert optional special offer and your studio information). Sessions are limited, so don't be disappointed. Call 555-555-5555.

Time's Running Out . . . Don't Miss Our Celebration of Families Event!

Only a few weeks left to take advantage of special offers during the Celebration of Families Event. What's more...we'll donate your \$_____ session fee to Photographers for Charity to benefit children all over the world and show how much you love your family by reserving your Celebration of Families Event session now! Remember . . . your family portrait is perfect for holiday gift-giving and holiday cards! (Insert optional special offer and your studio information). Sessions are limited, so don't be disappointed. Call 555-555-5555.

Special Offers

And Don't Miss This Special Offer . . .

This card entitles you to 2 free gift-size portraits (great for grandparents!) with the purchase of a single wall portrait!

And Don't Miss This Special Offer . . .

This card entitles you to 12 free holiday cards — featuring your family portrait — with the purchase of a single wall portrait or gift-portrait collection! It's never too early to think about the holidays!

And Don't Miss This Special Offer . . .

This card entitles you to a FREE 8x10 portrait when you take part in the Celebration of Families Event!

And Don't Miss This Special Offer . . .

This card entitles you to 12 free holiday cards or . . . A free gift-size portrait for each child in the portrait — with a single wall-portrait purchase.

And Don't Miss This Special Celebration of Families Event Pick-Your-Own Bonus... With your purchase of a single wall portrait, choose one of the following:

- 2 free gift-size portraits
- 24 free custom holiday cards
- 10 percent discount on framing
- \$75 gift certificate (for your use or as a special holiday gift)

Promotional Cards

Two promotional card designs and six different back copy versions are available for mailings to your clients and prospects or as takeaways at portrait display locations.

8.5" x 5.5" card #1

front



back



- You can download and personalize layered PSD files of six different cards and back copies from Marathon.
- After registering for the program you will receive information on how to personalize and download your templates.

8.5" x 5.5" card #2

front



back



- You can download and personalize layered PSD files of six different cards and back copies from Marathon.
- After registering for the program you will receive information on how to personalize and download your templates.

Flyer

Use this 8.5"x11" flyer as handouts to your clients, place them as takeaways at public locations around your community, or post them at public places.



- You can download and personalize layered PSD files of six different cards and back copies from Marathon.
- After registering for the program you will receive information on how to personalize and download your templates.

Promotion Poster

Use this 11"x17" poster in your studio, at portrait display locations, or at public places throughout the community.

Don't Miss Out on

Celebrate the joy of
Family and *Hope*
to *Children* in need

*Celebration
of
Families!*

YOUR STUDIO PHOTOGRAPHY

Marathon

PHOTOGRAPHERS FOR CHARITY



A family portrait is the gift of love you give yourself,
your loved ones, and generations to come.

During December we'll donate your \$_____ session fee to Photographers for Charity, a
non-profit charity founded by photographers and dedicated to improving the
lives of children and families all over the world.

Call 555.555.5555 for your appointment NOW!

YourStudio Photography is proud to participate with members of Photographers for Charity in the nationwide Celebration of Families Event sponsored by Photographers for Charity, in association with Marathon Press, to benefit Operation Smile.

- You can download and personalize layered PSD files of six different cards and back copies from Marathon.
- After registering for the program you will receive information on how to personalize and download your templates.

Color Ad Design



The color ad features a light blue background with a vertical orange and white striped border on the right. At the top left is a yellow hexagonal badge with the text "Celebration of Families!" and three small colored circles above and below. Below the badge, the text "Celebrate the joy of Family and Hope to Children in need" is written in a mix of script and sans-serif fonts. At the bottom left are logos for "GRAHAM PHOTOGRAPHY", "Marathon Press", and "PHOTOGRAPHERS FOR CHARITY". On the right side, text reads: "During December we'll donate your \$_____ session fee to Photographers for Charity, a non-profit charity founded by photographers and dedicated to improving the lives of children and families all over the world." Below this is the phone number "Call 555.555.5555" and the text "for your appointment NOW!". A central photograph shows a family of five sitting under a large tree. At the bottom right, a small text block states: "YourStudio Photography is proud to participate with members of Photographers for Charity in the nationwide Celebration of Families Event sponsored by Photographers for Charity, in association with Marathon Press, to benefit Operation Smile."

B&W Ad Design



The black and white ad has a light gray background with a vertical gray and white striped border on the right. It features the same yellow hexagonal badge as the color version. The text "Celebrate the joy of Family and Hope to Children in need" is in the same mix of script and sans-serif fonts. Logos for "GRAHAM PHOTOGRAPHY", "Marathon Press", and "PHOTOGRAPHERS FOR CHARITY" are at the bottom left. The right side contains the same text about the donation: "During December we'll donate your \$_____ session fee to Photographers for Charity, a non-profit charity founded by photographers and dedicated to improving the lives of children and families all over the world." This is followed by "Call 555.555.5555" and "for your appointment NOW!". A central black and white photograph shows a family of five sitting under a large tree. The bottom right text block is identical to the color version: "YourStudio Photography is proud to participate with members of Photographers for Charity in the nationwide Celebration of Families Event sponsored by Photographers for Charity, in association with Marathon Press, to benefit Operation Smile."

- Use these designs for a newspaper ad, magazine ad, or a website or blog post.
- Each is available as a layered PSD file, which can be downloaded from Marathon.
- After registering for the program you will receive information on how to personalize and download your templates.

News Release

LOCAL PHOTOGRAPHER SUPPORTS the “Celebration of Families Event” PROMOTION THAT AIDS CHILDREN ALL OVER THE WORLD

During December, (your name or studio name) will join with fellow members of Photographers for Charity (P4C) throughout the country in supporting the “Celebration of Families Event.” Sponsored by Photographers for Charity and Marathon Press, this national fundraising effort will benefit Photographers for Charity, which supports various children’s charities all over the world.

Participating photographers have pledged to contribute a portion of their December family portrait sales to Photographers for Charity for this fund-raising event. According to Florida photographer Susan Michal, past President of PPA, “December is an ideal time for families to have their portraits created, because the holiday is just around the corner. Few gifts are appreciated as much as portraits of family members. And when parents participate in the Celebration of Families Event, they are making it possible to change the lives of children around the world.”

To learn more about the Celebration of Families Event, contact (studio name or photographer’s name at 555.555.5555).

Public Service Announcement

LOCAL PHOTOGRAPHER SUPPORTS the “Celebration of Families Event” PROMOTION THAT AIDS CHILDREN ALL OVER THE WORLD

During December, (your name or studio name) will join with fellow members of Photographers for Charity throughout the country in supporting the “Celebration of Families Event”.) This national fundraising effort will benefit Photographers for Charity, a non-profit charity, founded by photographers and dedicated to improving the lives of children all over the world.

Participating Celebration of Families Event photographers have pledged to contribute a portion of each December family portrait sale to benefit the charity.

To learn more about the Celebration of Families Event, contact (studio name or photographer’s name at 555.555.5555).



Newsletter Copy

DON'T MISS OUR SPECIAL "Celebration of Families Event" PROMOTION!

During December we will participate with an elite group of photographers around the country in a very special family portrait promotion. Throughout the month we will celebrate the "Celebration of Families Event," a wonderful opportunity for you to update your family portrait (or portraits of your children) and help to support Photographers for Charity, a non-profit charity, founded by photographers and dedicated to improving the lives of children and families all over the world.

During December we will donate your \$_____ session fee to Photographers for Charity. We also believe that the Celebration of Families Event is a wonderful way to teach children the value of reaching out to others. Even small children can understand the importance of charitable work, and they are eager to help these needy children.

We hope you will join with us in helping to make this vital work possible. Don't forget that the holiday season is right around the corner, so there's no better time for a family portrait, which always is appreciated as gifts for family and friends and as holiday greeting cards.

To reserve your session or to learn more about the Celebration of Families Event, contact us at 555.555.5555.

Note that the Celebration of Families Event Email Header shown at right is available from Marathon.

Email Blast Text

DON'T MISS OUR DECEMBER "Celebration of Families Event" PROMOTION

Dear _____ ,

I'm pleased to tell you about a very special family portrait event in December: the Celebration of Families Event is the perfect opportunity for you to update your family portrait (or portraits of your children) while also making the world a better place for children in desperate need.

Along with an elite group of photographers, who also are members of Photographers for Charity (P4C) throughout December we will contribute (insert your pledge here) to Photographers for Charity, a nonprofit charity, founded by photographers and dedicated to improving the lives of children and families all over the world.

We hope you will join with us in helping to make this vital work possible. Don't forget that the holiday season is right around the corner, so there's no better time for a family portrait, which always is appreciated as gifts for family and friends and as holiday greeting cards.

As always . . . we look forward to creating some truly wonderful portraits of your family.
With warm wishes, (Studio name or photographer's name)

Celebration of Families Event Email Header



Social Media Text

SOCIAL MEDIA POST 1

Tweet this:

Join us in December for Family Portrait Month when we donate your session fee to help needy children: <http://www.ABCStudioFPMurl.com>

Or Tweet this:

Join us in December for the Celebration of Families Event: You get a great family portrait and we donate your session fee to help needy children. <http://www.ABCStudioFPMurl.com>

Facebook status post:

During December, ABC Studio will join an elite group of photographers for the Celebration of Families Event. . . the perfect opportunity for you to update your family portrait (or portraits of your children) while also making the world a better place for children in need. As members of Photographers for Charity (P4C), we will donate your session fee to Photographers for Charity for this nationwide promotion. Learn more at <http://www.ABCStudioFPMurl.com>. Sessions will fill up quickly, so don't be disappointed. Schedule your session today at 555-555-5555.

SOCIAL MEDIA POST 2

Tweet this:

Only a few December Celebration of Families Event sessions left. Learn more at <http://www.ABCStudioFPMurl.com>. Or call 555-555-5555.

SOCIAL MEDIA POST 3

Tweet this:

Last chance to schedule a December Celebration of Families Event session. Learn more at <http://www.ABCStudioFPMurl.com>. Or call 555-555-5555.

Sample Telephone Script

Caller: I received your flyer about the Celebration of Families Event. I would like some more information, particularly about your prices.

Studio: Why certainly. First, let me introduce myself. My name is _____.
What is yours?"

Caller: I'm Mary Smith.

Studio: Thank you for calling—is it Mrs. Smith?

Caller: Yes, it is.

Studio: Well Mrs. Smith, the Celebration of Families Event is an opportunity for our studio and our clients to support a wonderful charity: Photographers for Charity, founded by photographers and dedicated to improving the lives of children and families all over the world. When your family is photographed in December, we will donate your entire \$_____ session fee to Photographers for Charity.

Now let me tell you how we create our portraits. First, we make an appointment for a planning session so that you and our photographer can discuss the type of portrait you have in mind. He/she will show you examples of many different types and styles of portraits, and together we can determine how to make your portrait something truly special.

If you are familiar with our work, you'll know that we pride ourselves on creating portraits of families that really capture the unique style and spirit of each family we photograph. We want your portrait to be something you are proud to have decorate your home for many years to come and for your portrait session to be totally enjoyable.

After the portrait session, we will set a time for you to view your portrait previews in the studio, where we project them on a large screen. That way you can see exactly what everyone looks like, and we can answer questions about the various sizes, finishes, and retouching. Plus, you can see how different styles of frames will look when they are placed over the projected image. This way you can make an intelligent choice every step of the way.

As far as prices go, as I mentioned the session fee that we will donate to Photographers for Charity is \$_____, and the portrait prices vary according to size: For example, 8x10 portraits are \$_____, and wall portraits start at \$_____. But you don't have to make a decision about the size of portrait you wish to order until your preview appointment.

Mention any special offers and bonuses that apply to your promotion as a way to help book the session. Remind callers that family portraits make perfect holiday gifts and holiday greeting cards.

So, Mrs. Smith, what we will do first is to schedule your planning session. Would it be convenient for you to come in next Tuesday morning at 10:00?



Client Thank You Letter

Dear _____ ,

I wanted to take a moment to thank you for participating in the Celebration of Families Event. Because of wonderful clients like you, we will send a sizeable donation to Photographers for Charity, helping children and families all over the world.

Thank you again for helping us to help deserving children around the world . . . and for placing your confidence in our ability to create portraits you will enjoy for many years to come.

Warm wishes to you and your family!

Signature

