

IT'S TIME FOR A NEW DIRECTORY!!!

INFORMATION FOR GETTING A NEW DIRECTORY:

UEUCC member who will oversee the delivery of a new directory – Rebecca Orendorff (410) 675-7059

Suggested church directory company – Lifetouch church directories (800) 521-4611 (Lifetouch was formerly United, the company that did our directory around 10 years ago)

Area representative – Pat Carr (877)695-0278 or cell (301) 318-8255

WHAT DOES LIFETOUCH PROVIDE?

- One free directory for each family (plus an additional 20%)
- One free 8X10 portrait for each family
- Portraits for purchase (proofs can be made available on a monitor right after photo is taken for selection)

NOTE – If photos are purchased, they will then be sent directly to the customer.

ADDITIONAL INFORMATION:

If we sign up before June, we can receive one of the following three free offers;

- 1) 2000 outreach brochures (the second item in the “Reaching Out” folder)
- 2) Two additional activity pages (Depending on the number of families photographed, we will receive free pre-designed activity pages ie. if 105-139 families are photographed, we will get 4 free activity pages plus one lead in page. See the chart on the back of the third insert in the folder for further information.) NOTE: We photographed 138 families for our last directory and had 6 activity pages and one lead in.
- 3) Compu-view (allows families to view their proofs on a monitor right away)

BONUSES:

If we meet layout and proof review deadlines, we will receive an additional 10% of directories.

If the directories are not delivered by Lifetouch on time, we get 1000 free outreach brochures.

WHAT'S NEXT?

- 1) Rebecca will set up an organizational meeting with Pat and pick photography dates (most likely in July – see the last insert in the folder as to why summer is a GREAT time to do a directory – first and foremost, people look and feel good and kids are out of school!
- 2) We should make an announcement at church and include a running “ad” in the bulletin and newsletter about the upcoming photo taking.
- 3) We should find one or two people who will be willing to help make calls etc.
- 4) We should post sign up sheets at least six weeks before phototaking and contact all members via mail.

Finally, Lifetouch can photograph around 40 families a day so we will probably need around three days of phototaking – Pat recommends doing two week days and a weekend day.

ANY QUESTIONS??

Call Rebecca at the number listed above.

THANKS!