

# CADY



**THE PREMIER SCHOOL PHOTOGRAPHY COMPANY**

## **ADVISER COMMUNICATIONS KIT FOR SENIOR PORTRAITS**

**CADY**

**FLORIDA - GEORGIA - NORTH CAROLINA - SOUTH CAROLINA - TEXAS - PENNSYLVANIA**

# Preparation for Class of 2025

**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 better and that's the heart and soul behind this Adviser Communications 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 yearbook pictures 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

# Table of Contents

Click on the section you need

On this page you will find the table of contents for our suggested senior portrait communication assets. Just click on the one you need and it will take you there.

Each item is hyperlinked to the assets needed for each resource within this kit.

We recommend setting calendar reminders or schedule these in advance to go out, especially if you're about to go on break for the summer.

**Thank you for being awesome!**

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# Email To Parents On Booking Senior Photos Assets & Instructions

## How to send an email to seniors, parents, and guardians

1. **Compose** a new email.
2. **Copy and Paste** the subject line and body content into your email.
3. **Include** [Senior Booking Flyer](#) attachment.
4. **Send** to all seniors, parents, and guardians in May.

**Email Content**  
(Copy & Paste)

**Subject Line:**

Important 2025 Senior Portrait Info Inside

**Body Content:**

2025 Seniors Parents and Guardians,

Let’s kick this year off right!! CADY is our school’s exclusive photographer and school pictures are going to be a little different this year. In order for your child to be in their senior yearbook, you must have their portrait taken with them. This is a very busy year so ideally, you’ll book your CADY session this summer.

Don’t worry though, CADY specializes in senior portraits with several different session options to fit every need. Their state-of-the-art studios have endless scene options, changing rooms, and a professional staff. Their weekend schedules fill up fast, so book early to secure your spot!

Get your photos for your family, grad announcements, senior yearbook ads, and more. Remember — Book early and don’t let your senior get left out of the yearbook!

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

**[CLICK HERE TO BOOK YOUR SESSION NOW](#)**

# Senior Photo Booking Flyer

## Asset & Instructions

### 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.

**CADY**

**Congratulations, senior**

We are so excited to partner with CADY to capture this milestone because you deserve more than just a yearbook picture to celebrate 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 you'll never forget. CADY encourages you to be photographed with props, your pets, and even encourage your parents to be photographed with you.

Check out all of their options to see what is best for you. And don't forget, CADY will send your selected image(s) to your school to be included in the yearbook if you are photographed by your deadline date.

Sign up as soon as possible as the best dates and times go fast!

Visit [cady.com/schedule](http://cady.com/schedule) or [Click Here to Sign Up](#)

- Choose the experience that is best for you: get a VIP experience with an Elite session (including options for hair/makeup styling and exclusive off-site destination scenes) or go with a more simple experience if you are looking for the basics.
- Session fees do NOT include prints or products, but there are several purchasing options available after you have completed your session.
- If you select a Traditional session, your proofs will come in a beautiful leatherette portfolio that can be purchased. If you go with a Elite or Most Popular session, the VIP experience continues when you come back to the studio for your photo presentation. At this time, a CADY presenter will help guide you through the photo selecting process and assist in getting customized products ordered.

If you have any questions, please feel free to call CADY directly at 678-722-3449.

**Congratulations, Seniors! We can't wait to see all of your beautiful photos!**

**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!**

# Social Post

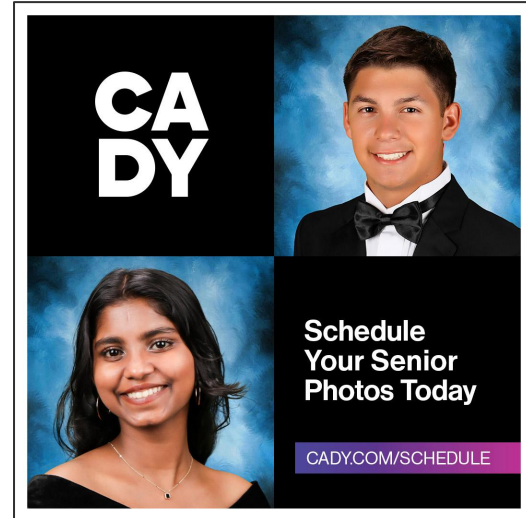
## Social Assets & Instructions

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

This social post should go out in the month of May so your rising seniors can get their photo sessions scheduled during the summer.

1. **Click** to open the image you would like to use.
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:**

📌 Bookings are now OPEN for senior photo sessions for the class of 2025. 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](http://cady.com/schedule). #CADYsenior



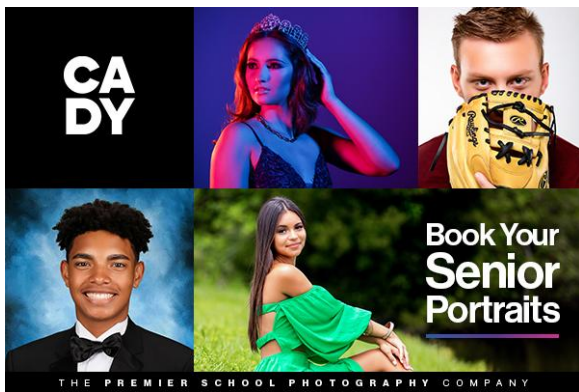
# Web Banners

## Assets & Instructions

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

Your web banner should be added to your school's website in the month of May so your rising seniors can get their photo sessions scheduled during the summer.

1. Choose the appropriate size image for your website.
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](https://cady.com/schedule).



600 x 400 px



480 x 330 px



1057 554 px



# FAQ Resource

## 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.

## CA DY | FAQs

### 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—including 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](https://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](https://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](https://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.

Login to your dashboard at [cady.com/account](https://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.



# What to Bring to Your Session Flyer Asset & Instructions

## 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

CADY 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

CADY 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!**

# Senior Photo Prep Checklist

## Asset & Instructions

### 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.



#### 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!

**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!**

# 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!

# Cap & Gown Yearbook Photo

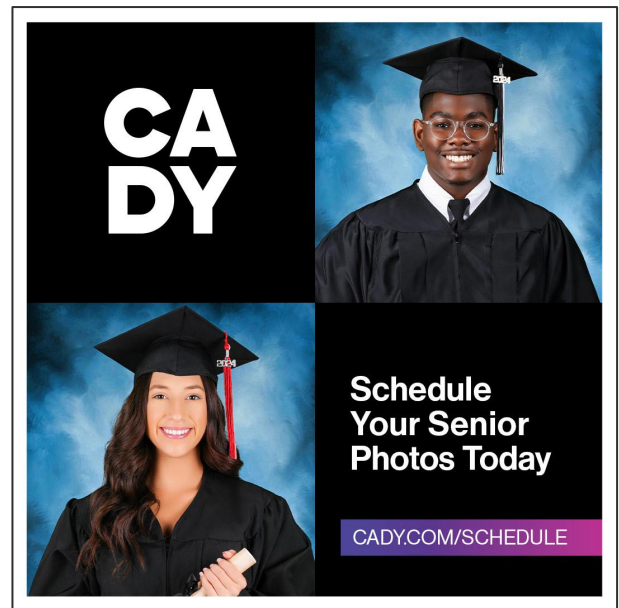
## Social Media Asset & Instructions

**NOTE:** This image should **ONLY** be used if your school’s yearbook photo has your students in their cap & gown. Otherwise, please, refer to [page 6](#).

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

This social post should go out in the month of May so your rising seniors can get their photo sessions scheduled during the summer.

1. **Click** to open the image you would like to use.
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



**Caption:**

📣 Bookings are now OPEN for senior photo sessions for the class of 2025. 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](http://cady.com/schedule). #CADYsenior

**Social Post**  
(Copy & Paste)

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