



**THE PREMIER SCHOOL PHOTOGRAPHY COMPANY**

**ADVISER COMMUNICATIONS KIT  
FOR SENIOR PORTRAITS**

**CADY**

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

# Preparation for Class of 2026

**Hello, friend!**

Advising publications isn't easy—I know that firsthand. After 12 years in the classroom advising both newspaper and yearbook, I made the leap to CADY with one goal in mind: to support advisers like you in every way possible.

We've pulled together tools and resources designed to lighten your load when it comes to senior photos, so you can focus on what matters most—your students and your yearbook.

**That's the heart behind this Adviser Communications Kit.**

These tools come straight from classroom experience and adviser feedback—created with you in mind. 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 and web banners to help spread the word
- ✓ A printable FAQ flyer for quick answers at your fingertips

We share the same goal—get every senior in the yearbook. When that happens, senior photo participation, ad sales, and yearbook sales all go up.

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 School  
Experience

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## Advisers, it's go time!

**Getting the word out about senior portraits is crucial.** The more seniors photographed, the more complete your yearbook will be. And a full yearbook means higher sales and more memories captured for everyone.

Please use the links provided for templates to communicate that booking for senior portraits is now open!

**Pro Tip:** With summer approaching, it's a good idea to schedule these communications to go out in advance.

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# Email To Parents On Booking Senior Photos Assets & Instructions

## 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** the [Senior Portrait Booking Flyer](#) and the booking link [cady.com/schedule](https://cady.com/schedule).
4. **Send** to all seniors, parents, and guardians in May.

### Email Content (Copy & Paste)

#### Subject Line:

Important 2026 Senior Portrait Info Inside

#### Body Content:

2026 Seniors Parents and Guardians,

Let's kick this year off right!! CADY is our school's exclusive senior 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! Don't let your senior get left out of the yearbook.**

Visit [cady.com/schedule](https://cady.com/schedule) to book now 📷


More information about booking your session can be found in the [Senior Portrait Booking Flyer](#).

# Senior Portrait Booking Flyer

## Asset & Instructions

### How to download flyer

1. **Click** on the image to open the PDF.
2. **Download** the PDF and save to your computer.
3. **Attach** the PDF to emails, **share** on social, and/or **print out** for your seniors.



## Congratulations, Senior

We are excited to partner with CADY to capture this milestone.

We believe in celebrating this achievement by taking more than a yearbook photo.

Step into an immersive experience at our state-of-the-art studios, featuring cutting edge camera technology and backgrounds, hype music, and encouraging staff. Bring your loved ones, your pets, and props to create portraits that are authentic to you.

Photography at destinations of your choice to quick and easy Yearbook Only sessions, there's a session for everyone. You can select your photo to be included in the yearbook if you are photographed before your deadline date.

The best times book fast, so sign up today to get started!

Visit [cady.com/schedule](https://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. You can also save when you pre-purchase your images before your session.
- **Don't love your photos?** Don't worry, we offer retakes at no cost. We want to make sure you'll love these photos for years to come.
- **How you preview your photos depends on your session.** Some sessions will receive previews in the mail with a portfolio display you can purchase. Others enjoy a private Photo Presentation, making choosing and ordering your portraits a breeze.

If you have any questions visit our FAQ at [cady.com/contact](https://cady.com/contact) or live chat with us. You can also call us directly at 678.534.5384.

**We can't wait to see you, Class of 2026!**

**Emails are great, but make sure to use all your communication platforms!** Many parents are active in senior parent Facebook groups—ask the parents of your senior staffers to share images and flyers there. And don't forget to include direct links to the booking site!

# Social Post

## Assets & Instructions

Click an image to download and post to your school's social media accounts.

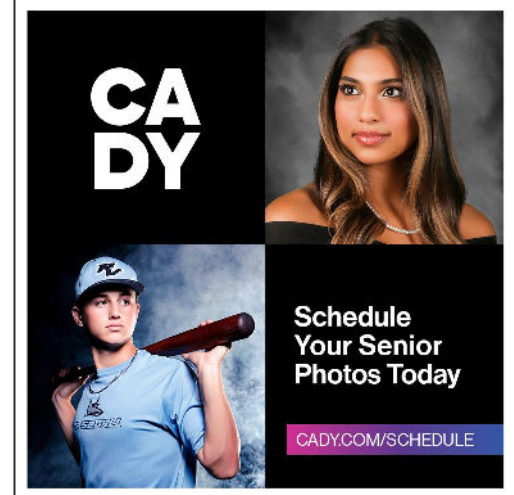
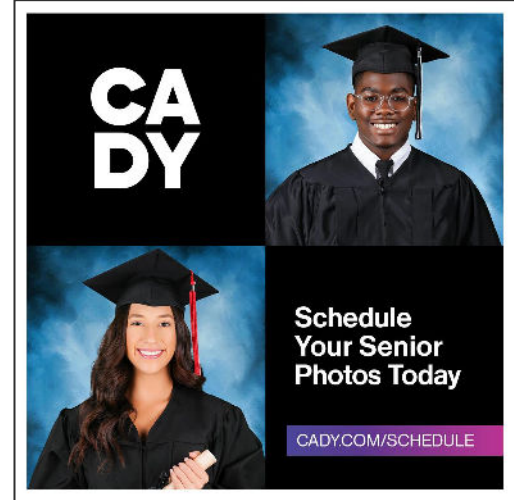
This social post should go out in the month of May so your rising seniors can get their photo sessions scheduled during the summer.

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 or device.
4. **Upload** to your school's Facebook, Instagram & X (Twitter) accounts.
5. **Copy** the caption (below) & paste into your post.
6. **Tag CADY:**
  - [Instagram](#): cadystudios
  - [X \(Twitter\)](#): cady\_studios
  - [Facebook](#): CADY

### Caption:

📣 Booking is now OPEN for the Class of 2026 senior portrait sessions. You must be photographed by CADY to be in the yearbook. Get photos for grad announcements, senior yearbook ads, and flawless posts on your socials. Book now at [cady.com/schedule](https://cady.com/schedule). #CADYsenior

**Social Post**  
(Copy & Paste)



**Want to boost engagement?** Tag CADY, share it to your Stories with a countdown sticker, and ask your senior class to repost it. **Have multiple accounts?** Share it on all of them. **The more seniors in your yearbook, the more yearbook sales!**



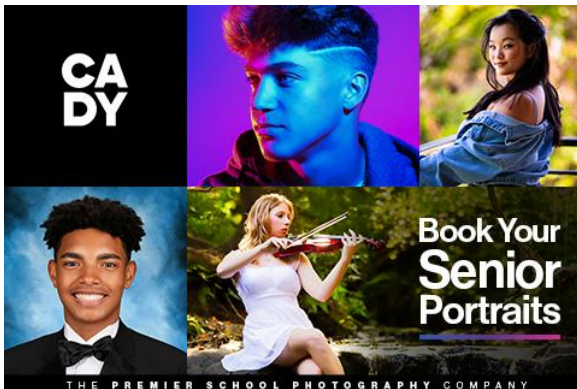
# Web Banners

## Assets & Instructions

Click the image to download the web banner that fits your school's website.

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

1. Click 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).



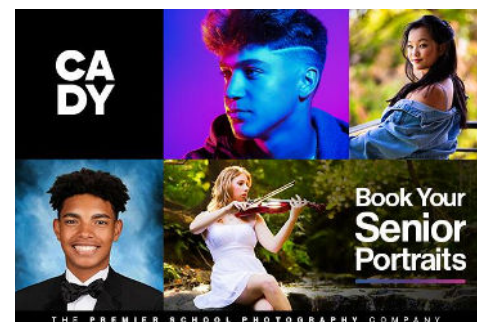
600 x 400 px



1210 p x 330 px



1057 554 px



480 x 330 px

# FAQ Flyer

## Asset & Instructions

### How to download flyer

1. **Click** on the image to open the PDF.
2. **Download** the PDF and save to your computer.
3. **Attach** the PDF to emails, **share** on social, and/or **print out** for your seniors.

## FAQs

### Everything You Need to Know for Senior Portraits

#### What's Included in My Session Fee?

Your session fee includes your time in front of the camera. Prints, packages, and wall art are an additional charge. Retouching is included with Elite and Most Popular sessions.

#### What Makes Senior Portraits Different?

Senior year is a huge accomplishment, and this life event should be celebrated with photography. CADY is the only photography company with state-of-the-art studios built exclusively to celebrate seniors. Whether you want just a quick scene or the full experience with a private photographer, hair and make-up styling, and destination photography, your senior portraits will be a memorable experience.

#### How Do I Prepare?

Once you've booked your session, it's time to decide what you're going to wear. Show off your personality and what makes you unique. Make sure your hair is cut, and nails are trimmed or painted before your session. Get plenty of rest so you look your best in front of the camera.

#### When Do I Take My Cap & Gown Photos?

For your convenience, we will take your Cap & Gown photos during your senior portrait session. Cap & Gown photos are typically released for purchase in the spring closer to graduation. Cap & Gown prints, packages, and retouching are not included in your senior session fee.

#### Will CADY Come to My School?

Some schools choose to offer on-campus sessions. You can visit [cady.com/schedule](http://cady.com/schedule) to see when we will be at your school. School sessions cover the basics, but offer limited scene selections. For the best experience, we recommend booking a session at one of our studios.

#### Do I Need to Bring My Own Cap & Gown, Pearls, and Tux?

**Nopel** 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, Most Popular, or Elite?

If you want quick and easy, a Traditional session is right for you. If you want a few scenes, and an Outside the Studio scene, you'd love a Most Popular session. If you want to go all out with a private photographer, hair and make-up styling, all the scenes, and a Choose Your Destination scene, an Elite session is the way to go.

#### What Do I Bring?

Your photos should showcase your personality, so bring what is most special to you. Friends and family, pets, and props that reflect your interests. For more ideas check out [cady.com/sessionprep](http://cady.com/sessionprep).

#### What About My Yearbook Photo?

All sessions include a yearbook photo. To select your yearbook photo log in to [cady.com/account](http://cady.com/account).

#### How Do I See My Photos?

Once you complete your session, your senior portraits will go through processing before they are available for viewing. Traditional sessions include printed previews of all your images, delivered by mail in a portfolio display, which is available for purchase and not included in your session fee. If you select an Elite or Most Popular session, you'll return to the studio for a private Photo Presentation, with one of our Experience Ambassadors walking you through your portrait and print options.

If you have any additional questions, please visit [cady.com/contact](http://cady.com/contact) or call 678.534.5384.

**Share the FAQ flyer early and often.** It's a great resource to answer common questions from students and parents, which **saves you time and reduces confusion**. Consider linking it in emails, social posts, and on your school website for easy access.



# Senior Photo Prep

## Asset & Instructions

### How to download flyer

1. **Click** on the image to open the PDF.
2. **Download** the PDF and save to your computer.
3. **Attach** the PDF to emails, **share** on social, and/or **print out** for your seniors.

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## Senior Photo Prep

### 1-2 Months Before

- ☐ Book your session (choose location, date & time)
- ☐ Start planning your outfits, hairstyle, and props
- ☐ Avoid getting a sunburn or obvious tan lines

### 1 Week Before Your Session

- ☐ Have your hair cut and/or colored, with your hairstyle planned
- ☐ Choose your outfits. We suggest bringing at least 3 (depending on your session)
  - Your favorite outfit
  - Your parent's favorite outfit
  - A back-up option
- ☐ Trim your nails or have them freshly painted
- ☐ Practice some poses so you know what works best for you

### 1 Day Before Your Session

- ☐ Confirm studio location in your session confirmation email
- ☐ Get plenty of sleep the night before so you look well-rested
- ☐ Make sure your outfits are wrinkle-free (iron or steamed)
- ☐ Pack your outfits, jewelry, and other accessories
- ☐ Pack your undergarments for your Yearbook and Cap & Gown scenes
  - Drape: spaghetti strap/strapless tank top
  - Tux: white undershirt
- ☐ Pack a make-up bag or hair supplies for touch-ups

### Day Of Your Session

- ☐ Check for traffic to ensure you arrive on time
- ☐ Enjoy your portrait session!

\*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!

**Help your seniors get ready.** When they know what to expect, they show up confident and take better photos. That means a better yearbook for your team.



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