

## RAISE FUNDS FOR YOUR SCHOOL WITH A FAMILY PORTRAIT DAY

Give your pupils' parents the opportunity to enjoy a fun filled portrait session whilst raising funds for the school at the same time! Hennell James Photography will run a day of contemporary portrait sessions at your school creating portraits that will be treasured at a great price. We'll pay commission whilst minimising the administrative burden on your school.

We provide promotional posters and leaflets which are distributed via your school to parents. Parents book a 30 minute individual session, on a date pre agreed with you, direct with Hennell James Photography.

Hennell James Photography will set up our mobile portrait studio in your school hall or another suitable space and we will run the individual 30 minute sessions ourselves. All we'll need on the day is access to the school hall to set up and run the studio.



## SO HOW DOES IT WORK?

Once we have agreed a suitable date, Hennell James Photography will send you leaflets to distribute to parents about 5 weeks before the Portrait day. We'll also send you some posters to help publicise the day. It may also be beneficial to add a note in a school newsletter close to the time.

Interested parents will then get in touch with us to book an individual session. Each individual session costs £30 which also entitles the family to a free unframed 5"x7" portrait. Approximately 7 days after the session the groups can view their portraits online via a password protected album. We'll send them an email to let them know when this is ready. They'll be able to choose their free picture as well as place orders for any others portraits that they would like to buy either online or by phone. The online album will be available for at least six weeks after it has been uploaded. If the family want to make another order later on, perhaps for Christmas or a birthday, the album can be reinstated for a short period within a couple of days of either a phone call or an email. The album can be reinstated up to two years after the initial session.

On the day we'll run up to 12 individual sessions and your school will earn a minimum commission of £10 for each one filled. There is the possibility of further commission: for each individual session where orders are placed with a net value exceeding £100 the commission for that individual session is increased to 10% of the net value of those orders. We'll settle the minimum commission within 10 days of the Portrait Day and any additional amount after 3 months of the Portrait Day to allow plenty of time for additional orders to be placed.

## WHAT TO SHOULD YOU DO NEXT?

If you would like to check availability or have any questions not answered by the Frequently Asked Questions below please call us on 07795 182940 and we'll be happy to help. Alternatively send an email to [jeremy@hennelljamesphotography.co.uk](mailto:jeremy@hennelljamesphotography.co.uk).

## FREQUENTLY ASKED QUESTIONS

**How much space is needed?** – Ideally we need an area at least 5m x 5m. It is also helpful to have an additional waiting area, preferably in an adjacent room or hallway where families can be greeted and a few initial details checked.

**What facilities will we need?** – On the day we'll arrive to set up an hour before the first appointment and we'll leave within 45 minutes of the end of the last session. We'll need to agree access arrangements to help the day run smoothly. Though each family will not be at the session for long, excited children can often need to go to the toilet at short notice so access to toilet facilities would also be helpful! At the end of the day we'll remove our studio and do our best to clear any litter arising from the session. As far as power goes we'll need access to a 13amp power socket.



**Is there a minimum number of sittings?** – We need to run a minimum number of sessions on each day. We find that 8 is a sensible minimum to make the day worthwhile for both your school and Hennell James Photography. Though we aim to minimise the burden on the school a little positive reinforcement by the school can ensure that we achieve this.

**What about people who don't have internet access?** – To help us keep our prices low we prefer to undertake viewings via our online album facility. This also means that families can view the portraits in their own time and, if they choose to, share their online album with other family members. However, anyone without access to the internet should just let us know on the day and we can send contact sheets for them to choose from.

**How do our prices compare?** – Hennell James Photography aims to keep prices low by doing away with unnecessary overheads. We can do this because we don't have the expensive high street studios and associated costs that other companies have. You can see our up to date prices by going to [www.hennelljamesphotography.co.uk](http://www.hennelljamesphotography.co.uk).

**What about insurance, Health and Safety etc.?** – Hennell James Photography has Public Liability insurance suitable for Family Portrait Days. Details of this are available on request. We would however like you to confirm that you have appropriate "Hiring and lettings" insurance cover. We'll also need a quick run through on the day so that we can identify fire exits etc..