

Host a Socially Distanced Outdoor Picture Day

Our specialty is dynamic, well-lit portraits taken outdoors at a safe distance. We design shapely lighting with your school's features softened in the background. Our veteran photographers know how to work with a mix of sunlight, shade, and studio lighting to ensure that the students are squint-free, beautifully lit, and smiling naturally.



COVID-19 Safety and Prevention

Lacey Wood Photography is committed to providing a safe and healthy photo shoot for everyone on picture day. Everyone in attendance will be required to wear a cloth face mask that covers their nose and mouth until the time their photograph is taken, maintain a minimum distance of 6 feet from others at all times, and sanitize their hands with alcohol-based hand sanitizer when they arrive at the designated photography area. We will have a hand sanitizing station set up for students and staff to use before they are called to have their photo taken.

All Lacey Wood Photography personnel will be screened the morning of picture day to ensure that anyone exhibiting any signs of illness, especially the symptoms of COVID-19, stays home and does not attend the photo shoot. Our staff will also wash their hands with soap and water as frequently as possible throughout the day and use hand sanitizer regularly.

Scheduling

We will work with you to create the schedule for your school picture day depending on the number of students participating and the number of photographers we can have working at a safe distance from each other. We recommend allocating 2 minutes per child for 2 poses or 5 minutes per child for 4 poses. There are a number of online apps you can use to schedule your picture day, including SignUp Genius. We ask that the schedule be finalized at least 48 hours prior to the picture day start.

We highly recommend that your picture day not continue beyond lunchtime when students are likely to spill on their clothes during their meal and mess up their hair while at recess. If necessary, your picture day can be spread out over multiple days.

Efficiently Run Picture Days

Students may arrive at the photography station no more than 5 minutes prior to their photography time to ensure social distance is maintained at all times.

Upon arrival, the student will give his/her name to the photographer. The photographer will look up the child's name in her pre-generated PDF document of QR codes. The photographer will take a picture of the child's QR code and then proceed with the child's photography sitting. The QR code tells our software system that all photos following the QR code belong to that child, thus it helps us sort the students' pictures into their individual online galleries later.

The Lacey Wood Photography Approach

All of our photographers are friendly, patient, and encouraging. Our no-touch style of posing and direction involves enthusiastic instructions and affirmations, so the children feel confident and excited about having their pictures taken. Some of our photographers even do voices - an attraction the students look forward to year after year!

We are sensitive to the fact that while we are working hard, classes may be in session nearby. We are great at keeping the noise down in a fun, non-admonishing way. We like to whisper cheerfully by example when necessary.

We understand that special needs students can benefit from a little extra attention when it comes to having their picture taken. The Lacey Wood Photography team is happy to spend extra time and/or dedicate an extra team member to ensure that students with special needs look their best.

Sibling Photos

Students are welcome to take photos with a sibling or siblings, but they must sign up for an appointment for their sibling sitting. In accordance with COVID-19 safety guidelines we will only offer group photos to members of the same household at this time.

Staff Pictures

Faculty and staff members are encouraged to have their individual photos taken first thing in the morning before school begins, when everyone looks fresh. Staff photos will be naturally retouched.



Safety and Set-up

We evaluate each location individually and will bring with us all the necessary equipment to do our job well without disturbing the usual business of the school. To properly determine our needs, we may request a time to do a setup run-through.

Lacey Wood Photography will always provide a safe photography environment with secured cables and sand-bagged lights and background stands. In the event that inclement weather (rain, wind, etc.) makes it unsafe for us to continue our outdoor photography session, we may insist that picture day either be moved to a large indoor space with room for proper social distancing or be postponed.

When possible, we do not photograph with our backgrounds facing open areas. This gives the student being photographed privacy during his or her sitting. It also discourages heckling from students waiting in line, making each sitting quick and comfortable.

Quality and Consistency

LWP photographers are trained to maintain consistency in framing, lighting and posing so your yearbook looks clean and meets competition standards year after year. Kindly let us know about any specifications we must follow in advance.

Manicuring Policy and Dress Code

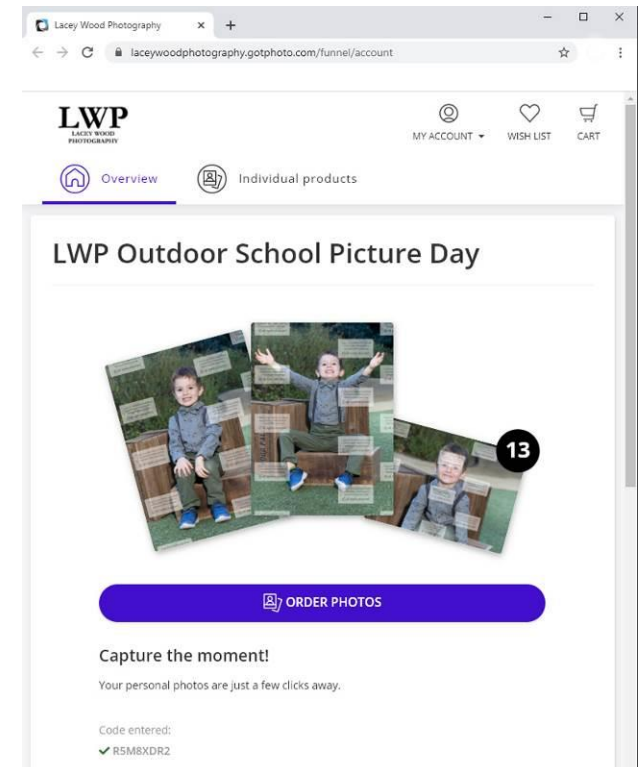
We will work with you ahead of time to discuss any dress code the school intends to uphold in the pictures that will be used in its yearbook. Do you allow hats? Spaghetti straps? How should inappropriately dressed students be handled? We will work on solutions to these questions to ensure that you maintain propriety in the yearbook without making students feel self-conscious. Typically if a student is improperly dressed, we will simply take their photo without incident and then add them to a list of students that we recommend retake their photo on make-up day.

Lacey Wood Photography team members will not manicure students before their pictures are taken, nor will our photographers alter a child's hairstyle. We will, however, provide tissues and wet wipes and encourage the students to groom themselves. We may also suggest that a student sweep hair out of their face, smooth their clothes, or make any other small adjustment that will drastically improve the quality of their pictures. In short, our photographers practice steadfast attention to detail while maintaining propriety at all times.

Contact-Free Online Ordering

Our online ordering system allows parents to see all of their child's photos before they place an order. Photos will be sorted into individual galleries and made available for purchase within 7 business days following the picture day. Once their child's image gallery is ready, parents will receive an e-mail with a link to view and purchase their photos. With this secure and convenient online ordering system there are no forms to fill out, and students will not need to bring anything with them on picture day.

Online galleries are a great way for parents to be assured of the quality of our photography before committing to a purchase. They also give parents the flexibility to choose between different poses and expressions. They can even access multiple galleries at once so they can order all their kids' pictures at the same time. Best of all, with convenient digital and direct to home delivery, online ordering makes photo distribution our responsibility and not the school's chore.



Coupon Mania

Our online ordering and fulfillment process is so efficient that we can offer multi-tier discount coupons to parents, so the more they spend the more they save. Discounts are automatically applied to the order when the coupon criteria is met. Worried that the discounts will affect your school's much deserved donation? Fear not. Studies show that consumers are very motivated by discounts, and they buy significantly more when they feel they are getting more value.

School Donation

We offer an optional charitable return of 10% of all purchases that will be returned to the school. It's a great opportunity to help support school programs and provide parents with an easy, hassle-free way to give back.

Convenient and Secure Setup

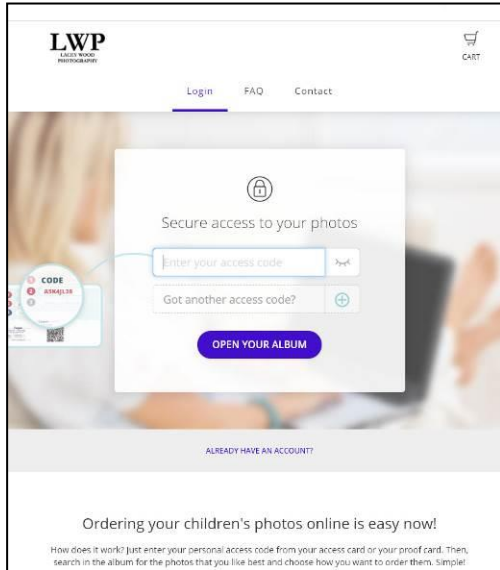
	A	B	C	D	E
1	Student First Name	Student Last Name	Parent First Name	Parent Last Name	Email
2	Student 1	Student 1	Parent 1	Parent 1	email1@email.com
3	Student 2	Student 2	Parent 2	Parent 2	email2@email.com
4	Student 3	Student 3	Parent 3	Parent 3	email3@email.com

We have two simple options for setting up our QR Code, digital delivery and online ordering system, one of which allows student and parent information to remain completely confidential.

1) The school provides Lacey Wood Photography with an excel sheet of the Student and Parent Roster, which will be used to generate each child's unique QR code, and must include the student's first and last name, parent or legal guardian's first and last name, and the parent or legal guardian's e-mail address. Class or grade, address, and phone numbers are additional and helpful identifying information that can also be integrated. We will never sell or otherwise distribute the personal information to which we have access.

2) The school uploads the excel sheet of the Student and Parent Roster through their organization's account which we create on your behalf. The school will receive an e-mail to create a secure password for their account and after two easy steps to upload and confirm the data, the whole process is finished. All student and parent information will be kept completely private and confidential, accessible only by the school.

This uploaded information allows us to generate a QR code for every student and staff member so we can easily identify them and sort their photos into their individual online galleries. It also allows us to provide you with yearbook photos according to PSPA standards.



Privacy Policy

Student privacy is ensured by the unique QR code that they are assigned. This code generates the private online gallery link that will only be delivered to the e-mail provided in the roster. We will never distribute access codes or photo gallery links to anyone other than the student's parent or legal guardian. If friends or extended family of the students wish to purchase their school pictures, it is up to that student's parent or legal guardian to share the unique access code or gallery link provided to them, as anyone with this information will be able to view and purchase the photos tied to that account.

The personal information collected by Lacey Wood Photography will only be used for the distribution of online photo galleries and digital content, notifications regarding individual photo galleries and photo orders, or to inform parents of important updates or questions regarding their photo order. We will never sell or otherwise distribute the personal information to which we have access.

Digital Download Packages & Delivery

The convenience of having full resolution digital files made so easily available means no shipping fees, delivery well before any printed order could arrive, and a versatile product that will last a lifetime. All orders pass a final review that ensures customers are receiving the best possible version of their product. Delivery times are swift, typically within 1-2 hours after ordering, but may vary depending on volume of orders received that day.

Printed products are shipped directly to the customer's home once the order has been reviewed by us then processed, printed, and shipped by our lab.

Customer Service and Follow-Up

Our friendly staff is always available to provide prompt answers to customers' questions and fulfill orders in a timely manner. It's how we maintain our 5-Star rating on Yelp! If for some reason a customer is not satisfied, we will either retake their child's picture or provide a full refund (refunds not available on digital image files).



Retouching Options

We offer a retouching option for those who want to eliminate shine, skin imperfections and stray hairs. In the example to the right, the student's hair has been tamed, the tan lines near the top of her shirt have been softened, and her skin has been smoothed without eliminating the natural birth mark on her left cheek. Our retouching approach is subtle, tasteful and natural.

Major blemishes will be removed for faculty and staff members free of charge.

Make-Up Day

We will provide a make-up session following the delivery of gallery links so that a student may retake his or her picture if, for any reason, their parents are not satisfied. If a student decides to do a retake, the option to purchase the photos from picture day will be forfeited. Those absent on picture day will of course be photographed on make-up day as well.



Lacey Wood Photography's Recommended Picture Day Timeline

3 weeks before picture day - LWP provides the school with necessary promotional material to advertise the date of picture day and parents are asked to register and sign up before the registration deadline. Promotional materials can be crafted to best suit the school environment – poster displays, email flyers, PDF brochure, etc.

2 weeks before picture day – A registration reminder is sent out along with a PDF of our products and packages to be e-mailed to parents along with picture day information and instructions. Any coupons and discounts offered are included in this e-mail.

7 days before picture day - LWP receives an Excel spreadsheet of the Student & Parent Roster (containing at least the student's first and last name, parent or legal guardian first and last name, parent or legal guardian e-mail, grade, and teacher) so we may prepare it for our picture day workflow. Alternatively, the school will upload this list if they have chosen to keep student information private.

5 days before picture day - The order in which classes will be photographed is finalized and hard copy order forms or picture day fliers are sent home with students.

3 days before picture day – A picture day reminder will be sent out to parents. An updated version of the Student & Parent Roster is provided if needed.

Picture Day

1) The LWP photography team arrives on campus 1-1.5 hours prior to the photography start to set up a safe, socially distanced, and organized outdoor or indoor photography area.

2) Classes are summoned for their annual pictures in the agreed upon order. Everyone will be asked to tidy their clothing and smooth hair. Upon arrival, the student will give his/her name to the photographer. The photographer will look up the child's name in their pre-generated PDF document of QR codes. The photographer will take a picture of the child's QR code and then proceed with the child's photography sitting. Once all students and faculty associated with the class have had their individual photographs taken, they will be instructed to exit and make room for the next class. Ideally all classes are photographed before lunchtime.

3) After all classes have been photographed, a last call announcement is made for any students and/or faculty/staff who still need to have their individual photograph taken. Missed sibling photos can also be taken at this time.

4) The LWP photography team safely and quietly deconstructs our photography area, sanitizes any common surfaces, and loads out our equipment without interfering with student pickup, classes, or campus activities. Promotional posters are removed.

Lacey Wood Photography's Recommended Picture Day Timeline (continued)

Following picture day - Service items are delivered and sorted by class, according to the needs of your school.

3 days after picture day – A make-up day/session for students that missed photos will take place, if needed.

7 days after picture day – An e-mail announcing that their photos are now available, along with a direct link to their personal galleries, will be e-mailed to all registered parents with photos. If the makeup day takes place as specified above all parents should receive their photos at the same time.

Order Delivery - All orders, printed or digital, pass a final review that ensures customers are receiving the best possible version of their product. Digital downloads are delivered via email, typically within 1-2 hours after ordering, but may vary depending on volume of orders received that day. Printed products are typically shipped within 5-7 business days. Once shipped, delivery times may vary.

Finally, a PSPA compliant gallery is delivered according to your school's yearbook production deadline, in the format of your choosing.

It Doesn't End Here!

We are available all year long for your photography needs!

- Sports
- Holiday Parades & Parties
- Staff Events
- Family Portrait Fundraisers
- 6th grade promotions
- Kindergarten graduations
- Cap and gown
- Senior portraits
- High school graduations
- School Dances / Prom
- Photo Booth

Additional Photography Available:



Senior Photos/Cap and Gown



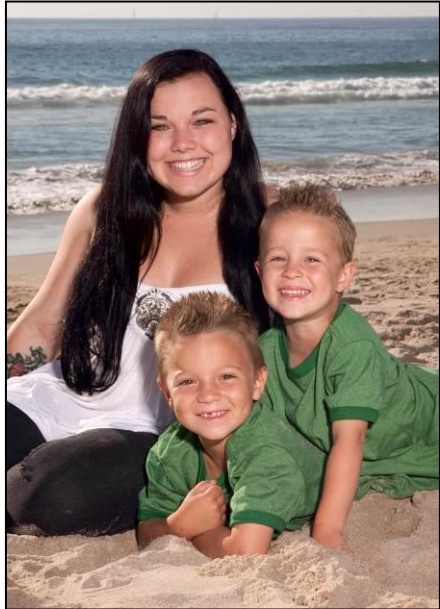
First Communion



Sports Teams



Band/Orchestra Photography



Summary of Perks

- 100% Paperless & Contact Free
- Optional Donation to the School Based On Purchases
- Free Faculty and Staff Packages with Complimentary Retouching
- Make-up Day
- Retouching Options for Students
- Outstanding Quality
- Friendly and Responsive Customer Service
- Honest Prices
- Easy Online Ordering and Delivery
- Complimentary Packages for the School; student IDs, student directory, etc.
- Seamless Submission of Photos for Yearbook Use According to PSPA Standards

Free Faculty and Staff Packages

Each faculty and staff member will receive the following free of charge:

- 1 Digital Download of their photo
- 2 3.5x5 individual photos
- 32 mini wallets





The Lacey Wood Photography Promise

Our photographers are great with students, faculty, and staff, are always on schedule, and the finished products will be delivered as promised. Our work will be something that your students and families look forward to year after year.

A Trusted Name in School Photography

Lacey Wood Photography is the staff photographer for the California Association of Independent Schools.

Contact Us

Please contact Lacey to schedule your school's picture day or to arrange a meeting.

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