

*Say Goodbye to Church Directories, &*

***Hello***

*to Picaboo Community*

*Yearbooks*



  
YEARBOOKS

# *Introducing a New and Better Way to Connect with Your Members & Community*

***Ideally, church directories help faith-based organizations like yours connect with current & future members, promote activities and other worthy events, and strengthen your community.***



Yet, as you've probably experienced, creating a church directory is anything but easy. That's because every time the church directory rolls around, you need to:

- Recruit, schedule, organize and manage dozens of volunteers - which is no small task
- Oblige your members to set aside hours of their valuable time to have photos taken - that is, those who can afford the photo packages
- Accommodate photography equipment, which takes up space and isn't that pleasant to look at
- Assume a great deal of the responsibility for the process and the finished product

And after all of the hard work, time and stress, you still end up with an incomplete church directory, because it doesn't include all of your members. It only includes those who had their photos taken.

Given all of these drawbacks, it's not surprising why so many faith-based organizations are reluctant to create church directories - or have stopped creating them altogether.

**WE THINK THAT'S UNFAIR TO YOU AND YOUR MEMBERS, AND THAT'S WHY WE'VE CREATED SOMETHING NEW AND BETTER!**

# *Say Hello to Picaboo Community Yearbooks*

***Picaboo Community Yearbooks are the evolution of church directories.***

Just snap the photos you want – or have your members electronically send their photos to you -- and our easy-to-use community yearbook web app takes care of the rest. You're in control from start to finish, and no technical, design, or publishing skills are required.

In no time, you'll have a brilliant, professional-quality community yearbook that feature all your member profiles, special events, community initiatives, fundraising drives... no limit! It's a complete and comprehensive resource. Isn't that the way it should be?



**RAPID SHIPPING, NO MINIMUM ORDERS, AND FAMILY-FRIENDLY PRICING**

# *Picaboo Community Yearbooks are the evolution of church directories.*



When you and your members are ready to enjoy flipping through the pages of your professional-quality community yearbook, simply click a button and they'll ship to your organization, or directly to your members, within 10 days.

Plus, the price per community yearbook is always the same, and there's no minimum order requirement. So whether you order 1 or 1000, you'll always enjoy a family-friendly price that's a fraction of what your members are obliged to pay in photographer fees.

# Update Anytime, Anywhere



When it comes time to update photos or any other aspect of your community yearbook, simply log in to the web app and easily make desired changes. Then post the new version online for your members to purchase and enjoy.

Having an updated community yearbook is a great way for you to stay connected with your current members, and to embrace new members as they join your organization!

## Expand Your Spotlight, **Share** Your Stories



With church directories, you're forced to capture everything in a "one-size-fits-all" document - but that's hardly ideal.

Your faith-based organization is doing wonderful work in many areas. Why should only some members, volunteers, events and activities be featured?

With Picaboo Community Yearbooks, you can easily create different versions to celebrate the many great things you're doing in the community. Running a summer sports camp for kids? Create a community yearbook that children can enjoy for years to come! Holding a festive fundraising bake sale? Celebrate the experience by capturing the event in a community yearbook!

Whatever the event or occasion - and whatever the size and scope -- you'll have the freedom to create as many different community yearbooks as you want, whenever you want.

THERE NO SUCH THING AS A  
**“Free”**  
CHURCH DIRECTORY!



***The claim that church directories are “free” is a myth.***

While faith-based organizations don't pay for their directories, the financial burden falls squarely on the shoulders of members, who must pay costly fees to commission-based photographers.

These fees can easily exceed \$100, and lack of affordability is a big reason why many members and families choose not to participate.

So the next time you read or hear someone say the church directory is “free,” remember: there's no such thing as a free church directory!

***Picaboo Community  
Yearbooks help you  
celebrate, showcase  
and share ALL of  
your stories!***



# *Our Promise, Your Expectation.*

## ***Your faith-based organization***

***deserves a complete resource that helps  
you strengthen and facilitate community,  
share all of your stories, and connect all of  
your members – not just some of them.***



And speaking of your members, they deserve a top-quality, professional keepsake that they can treasure for generations.

Quite simply, Picaboo Community Yearbooks help you and your members get everything you deserve. That's our promise, and it's your expectation.

Learn more or get started by contacting your Picaboo Community Yearbook Representative at:

Picaboo Yearbooks is a division of Picaboo: a leading photo book and community yearbook company. While you may have not heard of us yet, chances are that your members are among our over 1 million active and satisfied customers.

At Picaboo Yearbooks, we believe that everyone deserves a community yearbook. Our leading-edge web app technology and print on-demand systems allow customers to completely personalize a community yearbook in no time, order any volume for the same affordable price, and have them shipped within 10 days. Our customers can also utilize a suite of collaboration and communication tools to make the typically difficult community yearbook creation process more efficient, enjoyable, rewarding, and most of all, FUN!

We are also proud of our unique brand culture, driven by the core hallmarks of: Care, Quality, Value, Benefits, Service, Responsibility, Community and Fun. Our brand culture is the dynamic expression of our essential spirit, an inspirational charter that guides our people, and a core element that differentiates us from every other company in the yearbook industry.

The name “Picaboo” is a play on the phrase peek-a-boo, which is a common expression that brings smiles to people’s faces. Our use of the term reflects our culture, target market and mission.



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