

## **An Account of a Small Church Making Its Own Pictorial Directory**

Our church, which is a small 5 year old congregation of about 80 families, decided to create its first pictorial directory. As we were discussing the possibility I searched [dpreview.com](http://dpreview.com) for information and found that over the past few years there has been quite a bit of interest in DIY church directories. This write-up is meant to aid those considering doing their own church directories.

### **Purpose**

We decided that we wanted a pictorial directory and at the same time wanted to provide the members the opportunity of receiving family portraits and pictures for their 2009 Christmas cards. (We did this the 3<sup>rd</sup> week in November.) We are in the process of preparing to build our first building so any proceeds from the sales of the pictures would go to the building fund.

As expressed several times in various forums it seems that the most prevalent method of doing a directory is to hire a company, such as Olan Mills, to do it. However like many views expressed in the forums some of our members had a negative reaction to the idea of using a professional company. In particular they did not like the high costs and the high pressure sales tactics they had experienced in the past.

### **Prior Knowledge and Experience**

I would consider myself a fairly advanced amateur photographer. (My profession is engineering, not photography.) I have been a photo hobbyist for 40 years. For years my mainstay camera was a [Nikkormat FTN](#). I purchased a [Nikon D70](#) about a year after it came out and then I bought a [Nikon D90](#) the week it came out. My experience is mostly vacation pictures, family pictures, and church event pictures. I have had some experience taking event portraits in setups similar to school pictures where one static setup is used for all pictures. I have photographed a dozen or so weddings, some as the primary photographer and others as a secondary photographer. I have very limited experience with true portraiture photography. So this was a learning experience.

The main resources for learning portraiture included:

- [Benji's Rules Of Good Portraiture](#)
- [The Zeltsman Approach to Traditional Classic Portraiture](#)
- [Chuck Gardner's Tutorials](#)
- [Dpreview.com](#) Lighting forum

### **Location**

The land we purchased for our new building included two small houses that came as a part of the land deal. The best room to turn into a studio was a 14'x24' room with 8' ceilings. This worked, but as described later, caused some issues.

Two other rooms in the house were also used, one as a waiting room, and one for viewing and purchasing prints.

## **Equipment**

The camera used was a 12 Mpix [Nikon D90](#) with the [18-105 kit lens](#). Lighting consisted of three [Alien Bees B800s](#); one used as a key light, one as a fill light and the third as a backdrop light. The main backdrop was a 10'x20' [Sky blue Muslin](#) sheet supported by a home made PVC frame.

Three computers were used. The camera was tethered to one computer via a USB cable. The other computers, which were networked to the first computer, were used for viewing the portraits and taking sales orders.

[Here](#) is a more detailed list of the equipment used

## **Planning**

The photography was scheduled in 15 minute sessions over 7 days starting on a Sunday afternoon, continuing each week night and finishing with sessions all day Saturday. This provided plenty of available time slots. I took off 8 days of vacation to prepare, take the portraits, post process and order the prints.

We used four helpers for each of the sessions. One person served as the greeter, one as a photography assistant and two as sales people. We used a helper ahead of time to schedule the families for their photo session and to make follow up calls to remind them of their scheduled time. We also had someone who volunteered to create the actual directory.

The [sign up sheets](#) had 15 minute slots with a couple of free slots every 1 ½ hours or so. This allowed us to make up time if necessary and allowed for last minute schedule changes. The signup sheets alternated between singles/couples and families so where possible we wouldn't have two families with kids back to back.

The Greeter's [responsibilities](#) included welcoming the families, verifying their directory information, showing them the products available for sale including samples, showing them available props for the kids and creating an index card containing the names of each member of the family.

The photography assistant's tasks included positioning the stools and boxes, helping position the family, keeping the attention of the kids and helping me follow the "rules of portraiture." I took Benji's Rules of Portraiture and suggestions from the Zeltman approach and used that information to create a [checklist](#) to help us during the sessions.

The sales persons were responsible for showing the families their portraits and taking the orders. It took two sales persons to keep up. Even with two sales people we sometimes

had families waiting in line to view their portraits. In order to assist the sales people I created a [cheat sheet](#) on how to show the portraits and how to use the order form.

The [order form](#) was set up in Excel. It had pull down menus for all purchase options and automatically calculated the total price as well as the wholesale costs. We chose to limit the number of options. For instance the only photo type available was luster and only 9 sizes were offered. The [price list](#) shows all of the options that we had available.

### **Training and Practice**

A practice session was scheduled a week before starting the actual sessions. We used this practice session to make sure everything was working properly, experiment some and provide training for the photo assistants. A volunteer family agreed to work with us for an hour and a half. The portraits taken during the practice session were printed and put on display during the actual sessions as samples for others to see. In turn this family got to take home the samples once the sessions were completed.

### **Studio Setup**

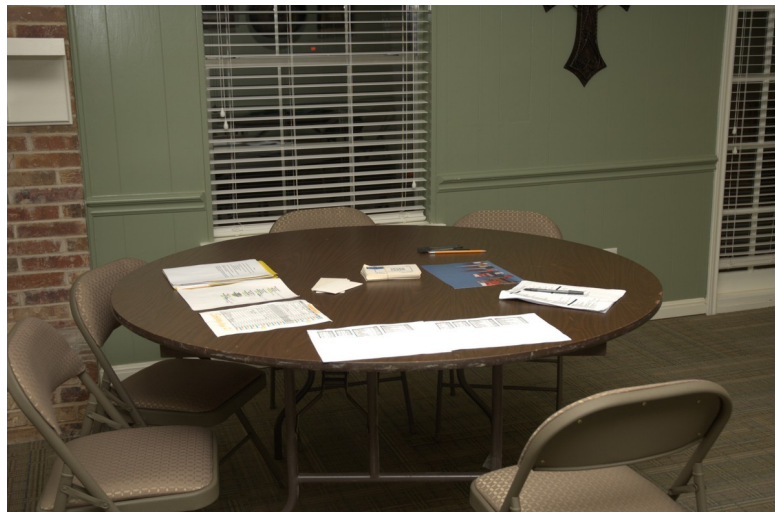


**Figure 1** Studio Layout

The room available for a studio was 14'x24' with 8' ceilings. Unfortunately it also had ceiling fans which limited the practical height to a little more than 7'. The walls were blue and there was a window at each end of the room. In order to prevent a blue cast we covered the blue walls with black king size sheets. We also covered the windows with sheets. This made the room dark enough to make use of the low power B800 modeling lights.

The two biggest problems with the room were the overall width, and the ceiling (and fan) height. I would have liked to put the key light 10' away from the family, but to get the angles right in this narrow room the key light was placed 6' from the family. This had two negative consequences. First of all the person nearest the key light was exposed more than the person farthest away. Several times I had to compensate for this in Photoshop. This effect was made worse by the fact that the wife was usually sitting closest to the key light and more often than not she had a lighter complexion than that of her husband. The other occurred when taking pictures of active kids. We had several children who would not sit still so we basically let them play (with some guidance and suggestions) and snapped pictures of them as they played. This worked very well as far as getting good poses but since they kept moving in relationship to the lighting it caused excessive variation in the exposure. Again I had to compensate for this in Photoshop.

The key light was a 48" white reflective umbrella positioned near the ceiling and angled down about 30°-40°. It was metered at f8 using a [Sekonic L-358](#) light meter. A 48" shoot-thru umbrella was placed next to the camera on the opposite side from the key light. It was metered at f5.6. The camera itself was normally on a tripod about 10' from the



**Figure 2** Greeters Table

family. Sometimes, especially for the kids poses, I would hand hold the camera in a kneeling or sitting position and a couple of times in a semi-reclining position. The backdrop light used a 30° grid and was placed on the right side about 9' from the backdrop. It was metered at f5.0.

The camera was set on f10 at 1/125<sup>th</sup> of a second. The D90 syncs at up to 1/200<sup>th</sup>, but practical experience shows some exposure drop off using the Alienbees strobes at settings above 1/125<sup>th</sup>. White balance was set using a grey card with the Nikon white balance preset function. Except for the practice session, the camera was set on JPG, high quality, large. RAW was used for the practice session.

## **Process**



**Figure 3** Sample Pictures

When a family arrived the greeter verified their directory information, created an index card with the family members' names, showed them the price list and showed them the sample pictures and products. The greeters had a [checklist](#) to use as a reference.

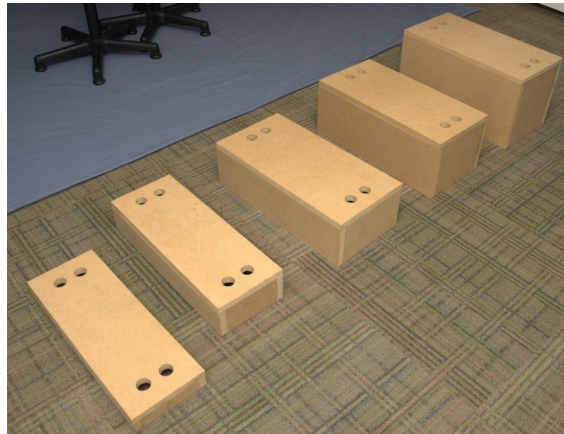
The Greeter then escorted the family to the studio and handed

the index card containing the family member names to the photo assistant.

In the studio the family was first posed for the directory picture. We took the time to choose whether the key light would be on the left or the right of the family. It turned out that about 80% of the time the family looked better with the key light on the left side (as seen from the photographer's point of reference).

We had wooden boxes of varying heights for the kids that they could stand on. This was a last minute idea but it turned out that the boxes were very helpful in posing families with younger children.

After taking the directory picture we usually took pictures of the Mom and Dad. Then we went on to take pictures of various combinations of the kids. There were two different things that we normally did to engage the kids. First of all if the kids wanted to they would get to use the remote shutter release to take pictures of their parents and/or siblings. They also got to select their own props and if desired chose some of their own poses. Many times these were the pictures that the parents wanted.



**Figure 4** Boxes for Posing Kids

The camera was tethered to the computer using a USB cable. [FastPictureViewer](#) was used to capture and display the images. This was extremely valuable because the photographer's assistant could view the resulting pictures near real time and make corrections on the spot. This also eliminated the need to constantly swap memory cards. For the most part this was trouble free. There was one time that the photographer's

assistant tripped over the USB cable and we took a series of shots that were not transferred. In this case we simply removed the memory card and transferred the files manually.

A single person or a couple would normally take less than five minutes. Families could take much longer. The longest shooting time (other than the practice session) was an hour with a family of five kids. Fortunately this was the final session for that day.



**Figure 5** Camera Tethered to Computer

The number of shots ranged from 10 for a single person who came in only to have their picture in the directory to up to 150 for a family with several kids. We only approached the larger number when we had to work hard to get good poses from the kids.

Once the session was finished we ran a batch file that copied the

pictures to a USB backup drive and then moved them to a subdirectory that had been created for that individual family. This could take three or four minutes due to the slow USB drive.

The photo assistant then gave the index card to one of the sales people who showed the family their pictures. This was done using the [FastStone](#) Image Viewer. The sales person would mark the pictures the family was interested in and use the comparison feature in FastStone to show pictures side by side. If the family was not satisfied with the pictures they were encouraged to “recycle” back through the studio as soon as the family currently in the studio had finished. This only occurred a couple of times.

We used two computers and two sales persons for viewing the portraits one of which had a dual screen setup with a 22” and a 24” screen. FastStone can be set up to automatically display the selected picture full screen on the second screen. The second computer had a single 17” CRT monitor. It probably goes without saying that the sales persons much preferred the dual screen system.



**Figure 6** Dual Screen Sales Computer and Printer

Once the pictures were selected the sales person brought up the [sales order form](#) that had previously been copied to the family directory and entered the picture numbers, the print or merchandise description and the quantity. The order form automatically calculated the retail and wholesale prices and the shipping charges. Two copies of the completed order form were then printed; one for the family to take and one for us to keep in case we lost information due to a computer glitch. The sales person then got the money from the family in the form of a check or cash.

The families spent anywhere from \$0 to \$200. The available choices, along with associated pricing, are shown [here](#). Everyone received one free 8x10 picture of their choice. They also selected the picture they wanted for the directory and if desired the picture they wanted to use for a Christmas greeting card.

The day after the pictures were taken I went through the pictures, made touch ups, uploaded them to my [Smugmug professional account](#) and ordered the pictures having them shipped directly to the family. (I did go to the trouble of Photoshopping out multiple catch lights in the eyes.) I then uploaded the greeting card photo, if any was chosen, to the Walmart photo site. Finally I emailed the family telling them that their pictures had been ordered, when to expect them, gave them an URL where they could order additional prints, and a URL where they could order their greeting cards. We didn't try to make any money on the greeting cards.

For the most part I was able to keep up with ½ day or evening sessions. However since the last two days included Friday evening and all day Saturday, it took all day Monday and Tuesday to process and order the pictures for those last two days of shooting.

As I write this we have not yet created the actual directories. This part of the effort is the responsibility of someone else in the congregation. I hope to update this write-up with their experiences once the directories have been created.

We took pictures of 85% of the families. A few families just were not going to participate and others had schedule conflicts that prevented them from scheduling an appointment during the one week of shooting. We plan on providing a make up session sometime in January. This session will be for the sole purpose of getting directory pictures for a directory addendum. Instead of using a complete studio setup I plan on using a [Strobist](#) type of setup and take the pictures before, during and after Bible classes.

### **What Worked Well**

Logistics planning made a huge difference. We spent a lot of time thinking through the process, creating the cheat sheets and training. It was time well spent.

Fifteen minutes was a good average time for a session. Alternating between Couples/Singles and Families worked well. A single person or a couple would take no more than five minutes. Families of more than two kids often took more than fifteen minutes. Overall everything averaged out with no real backlogs.

The helpers, even though we had different helpers each evening, did a great job. The training and the check lists helped tremendously.

The families were pleased with the pictures. We received several complements including, “We have never received pictures this good from the professionals we have used.” And, “I have never seen Church Directory pictures this good.” The ones that had expressed negative views relating to the hard sales tactics of some professional photography studios were much happier with this setup.

Smugmug offers two labs for prints [Bay Photo](#) and [ezprints](#). We used Bay Photo. The quality was outstanding and the turn around was much faster than Smugmug promised. Smugmug’s standard statement is “Please allow 6 to 10 business days for it to make its appearance.” This may be accurate for small remote communities, but families sometimes received their pictures in as little as 48 hours after the pictures were taken.

We had approximately \$3600 in sales. Printing costs, not including the directories themselves, totaled \$1300. We still haven’t finalized the directory printing so we don’t yet know that cost. We would likely have doubled our profits if we had set prices higher, offered only set packages and really pushed the sales. But such tactics would have partially defeated the purpose of doing the directory ourselves. All of the equipment used was mine so it was not included in the cost.

Having the camera tethered to a PC where we could see the pictures within seconds helped tremendously. We made a number of adjustments on the spot due to issues found with some pictures.

Index cards with the family member names helped. I knew most of the families but some of the helpers really appreciated having the index cards.

Knowing the families helped also. We used specific poses with some families based on what we knew about the families and what we thought they would like. Existing relationships with the families made it easier to get good poses, especially of some of the kids.

Using two computers for sales along with two sales people turned out to be a good choice. Even with this setup families sometimes had to wait for a sales person to free up.

Alternating between singles/couples and families made it much easier to stay on schedule.

Providing a free 8x10 picture let the families who couldn’t afford much get a family picture. It also probably helped in getting the 85% turn out.

## **What Didn’t Work**

We had plans for using multiple backdrops and colored gels for backdrop effects. There just wasn't time in a 15 minute session to do this. This might have been just barely feasible if we had come up with a very efficient way to change backdrops such as the rollers used in some shopping center studios. But this would have taken more time than we had for preparation.

## **Struggles**

The backdrop (and room) was not really large enough for large families. There was one family with five kids and one extended family that wanted a group picture with 12 people. We succeeded with both of these but it required Photoshopping a backdrop into the picture which took a considerable amount of time. (A real Photoshop expert might have been able to do this much faster.)

The 8' ceiling with fans hanging down was a problem. A room with a 10' ceiling would have worked much better. There were several times where I extended the backdrop in Photoshop.

As discussed previously, the narrow room caused problems with the placement of the key light.

The families saw all of the pictures taken. There were a number of times where they chose pictures that I did not consider to be the best pictures. Several times they chose pictures that required extra post processing. For instance we might take a couple of pictures, recognize that there were reflections in glasses and make adjustments. Sometimes the families would choose the pictures with the glasses reflections. The combination of picture choice and choice of picture size (aspect ratio) sometimes caused extra post processing in order to extend the background to the sides or to the top of the photo.

Posing younger kids was both frustrating and rewarding. We got decent shots of all of the kids and outstanding pictures of many of the kids, but it often came at the price of not getting an ideal group composition. There are several family shots where the group is not well balanced or where one kid is somewhat out of position. Families seemed to invariably choose a picture with a very non ideal composition and good expressions on everyone's faces over one with good composition and slightly less ideal facial expressions.

I am comfortable posing 1-2 people but don't really have enough portraiture experience to rapidly and effectively pose larger groups. The families were happy with the results but sometimes I would look at the pictures later and wish that we had set up the pose differently. In hind sight it might have been useful to have a number of sample poses from the Internet printed out and on the studio wall for reference.

The background light added to the quality of the picture but presented a problem. In the small room I only found one place where the background light could be placed and not get in the way. I would sometimes forget to reposition it for different types of shots. Sometimes a kid would wander to the back of the area and get within the beam of the background light. Because I did not have a barn door for the background light there were several times where I ended up Photoshopping out a third catch light in someone's eyes due to the background light. Some of this may have just been my inexperience with a three light setup. If I had the equipment and a high ceiling I might have tried to position the background light on a boom above the posing area.

There were a couple of times that the sales person got mixed up and entered the photo size (# pixels) that FastStone displays below each picture as the picture number rather than the actual picture number. Better training and a note on the check list might have prevented this.

### **Thoughts for Improvements**

Bigger room if possible. <sigh>

It would have helped to have a barn door for the background light and possibly the option of using a 40° grid.

Sample poses to look at prior and during the sessions.

Wireless USB. I would have at least experimented with [this](#) if we had had the time.

It would be nice to have a database for showing the pictures and taking the orders but I am unaware of an inexpensive solution and didn't have the time to write my own.

### **Alternatives**

We choose to make quality portraits as well as the Church Directory. It was well worth the effort for us but did add considerably to the overall effort. For instance I have taken a number of event pictures, such as pictures with Santa, where one basic setting was used. This is much easier, can be done much faster and requires less post processing. Anyone looking at doing their own Church Directory should think through how much they want to take on.

Providing a free 8x10 picture let the families who couldn't afford much get a family picture. It also probably helped in getting the 85% turn out. It might work just as well to provide a free 5x7 print to each family.

We discussed the idea of providing packages rather than allowing complete freedom in picture selection. This might have generated more income but that was not a priority. For us it was more important to provide what the families wanted than to make money. Even

though all income went to our building fund, it would have been OK if the proceeds simply paid for all expenses including printing the directories.

There were a few families that were not available during our 7 days of shooting. Shooting for a few days, waiting a week or two and then shooting for a few more days would have gotten a higher turn out. But that's hard to do for someone that is taking vacation in order to take the pictures. Another alternative would be to simply stretch the effort out more. I could have taken the pictures without taking vacation days if we had spent several weeks preparing and then scheduled the pictures over a 3 week period.

Pricing was set based on what our Children's Minister and our Administrative Assistant believed would work for our congregation. I could see the prices changing significantly based on a different congregational demographics. We looked at professional studio prices in the area. The only prices less expensive or equal to what we set were very limited on the choice of poses and in the packages offered. The studios that offered the customer flexibility were generally much more expensive. The main item that the studios offered that we were not capable of offering was a good choice of backgrounds.

It might be worth while to have someone cull the pictures before showing them to the families. This could shorten the sales time as well as prevent the families from ordering pictures that require significant post processing. However doing this would require some significant additional training.

Limiting the number of different pictures that any family can purchase would save on post processing and ordering time. One family ordered pictures of 20 different poses.

We chose to put in a separate order for each family so that the pictures would be mailed directly to the families. Making one large order would save postage costs, but someone would need to be responsible for sorting the pictures out and for getting them to the correct families.

## **Summary**

Overall it was a great success. It was a lot of fun but also a lot of work. I spent around 120 hours on the effort. Our Children's Minister probably spent another 60-80 hours on the logistics aspect but most of her effort would have been required even if we had used a professional studio.

## Sample Pictures



## Primary Equipment List

- [Nikon D90](#) with [18-105 kit lens](#)
- [Tripod](#) with [ball head](#) (Bought for backpacking. overkill for this particular project.)
- Nikon [MC-DC2](#) remote cord
- No name Chinese radio trigger
- 3 [Alien Bees B800s](#)
- 1 [48" white reflective umbrella](#)
- 1 [48" shoot thru umbrella](#)
- 2 [general purpose 10' light stands](#)
- 1 [backlight stand](#)
- 1 30° [Honeycomb grid](#)
- 1 [LiteMod unit mainframe](#) (for holding barndoors and gels)
- [Color gels](#)
- A 12'x8' homemade PVC backdrop holder
- 4 10'x20' backdrops ([Sky blue](#), white, black, and nutmeg)
- 2 [adjustable height stools](#)
- 5 [small stools of varying height](#) – Bought these from Walmart and had a retired high school shop teacher cut them to different sizes.
- 5 boxes of height 2" to 10" for standing kids on.
- 3 networked computers, one with a dual monitor setup.
- [Spyder 2](#) – Monitor Calibrator
- [FastStone](#) Image Viewer software
- [FastPictureViewer](#) with tethering capability

## Backup Equipment List

- SD and CF card readers
- [Nikon D70](#)
- Other lenses
- [SB600](#), [SB900](#) and [Vivitar 285HV](#) with [mounting brackets](#) for the light stands
- [Spare umbrella](#)
- Sync cords
- External USB disk drive

## Photo Assistant Checklist

- Clothing – Wrinkles, bunched up, stretched, etc.
- Face – highest contrast object in photo.
- Body at an angle.
  - Shoulders not square to the camera.
  - Both shoulders showing
- Weight on back foot. Front foot pointed toward camera. Knee slightly bent.
- Avoid crotch shots
- Sit up straight
- Lean slightly forward
- Head angle
  - Narrow side of face toward camera
  - Larger eye away from camera
  - Nostrils not showing too much
  - Nose shadow not distracting
  - Eyes – white on both sides of the iris.
  - Most of the time hide one ear
  - Man – Head perpendicular to shoulders
  - Woman – Head normally tilted toward high shoulder.
  - Head tilted slightly (eyes not completely level.)
- Heads – No two at exactly same height, and none directly above or below another
  - Eyes of shorter about even with mouth of taller (general guideline only)
- Heads roughly same distance to camera. (Back row need to be within 2 feet of front row. Prefer heads all same distance from camera.)
- No shadows (Especially on faces.) caused by one person in front of another
- Glasses glare
- Arms & legs – natural position. No right angles. No straight limbs. Not symmetrical.
- Hands separated. (not clasped or stacked). Back of hands not flat to the camera
- Does smile show too much gum? If so have them “smile slightly.”

## **Greeters Checklist**

- Get each family member's name and put it down on an index card.
- Check the church directory info for each family and mark any changes
- Check each family member to make sure they are ready.
  - Hair combed
  - Clothes not wrinkled or bunched up.
  - No pens in shirt pockets, etc.
  - No problems with makeup
- Show the family the print, canvas, and merchandise options and prices
- Show the family the options for props.
- As soon as a family is finished with their photo session usher the next family in and hand the index card to the photographer's assistant.
- For families that have completed their photo session, usher them to the next sales person as soon as the sales person has completed with the previous family and give the sales person their index card.

## Signup Sheet

Fam #	Name	Phone	Date	Time	Type	
1			Sun. Nov. 15	2:00 PM	Family	
2			Sun. Nov. 15	2:15 PM	Single/Couple	
3			Sun. Nov. 15	2:30 PM	Family	
4			Sun. Nov. 15	2:45 PM	Single/Couple	
5			Sun. Nov. 15	3:00 PM	Family	
6			Sun. Nov. 15	3:15 PM	Single/Couple	
7			Sun. Nov. 15	3:30 PM	Family	Reserve
8			Sun. Nov. 15	3:45 PM	Single/Couple	Reserve
9			Sun. Nov. 15	4:00 PM	Family	
10			Sun. Nov. 15	4:15 PM	Single/Couple	
11			Sun. Nov. 15	4:30 PM	Family	
12			Sun. Nov. 15	4:45 PM	Single/Couple	
13			Sun. Nov. 15	5:00 PM	Family	
14			Sun. Nov. 15	5:15 PM	Single/Couple	
			Sun. Nov. 15	5:30 PM	Family	
			Sun. Nov. 15	5:45 PM	Single/Couple	
			Sun. Nov. 15	6:00 PM	Family	
			Sun. Nov. 15	6:15 PM	Single/Couple	



## Directions for Sellers

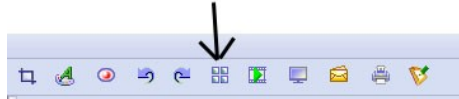


1. Execute FastStone Image Viewer
2. Select Directory: Church\_Directory\LastName\_FirstName\JPG
3. Make sure file tagging is enabled **Tag->Allow File Tagging** has a check mark beside it.
4. Browse through photos (by clicking on them, or using the **Left, Right, Up** and **Down** arrows)
  - a. Double click on photo to show full screen
  - b. Press **Esc** to get out of full screen



5. Click the **Tag Button** for those pictures that the customer wants to use
6. To compare 2-4 pictures select them by **Ctrl->Click** and then press the **compare** button.

Compare Button



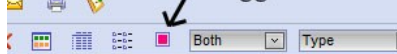
- a. Press the **Zoom Fit** button to show the entire picture

Zoom Fit



- b. Press **Esc** to exit the compare screen
7. To see the tagged pictures only press the **View Tagged** button



View Tagged Button



8. Write down the selected pictures (use the 4 digit number only.)

## Order Entry



1. Open **Windows Explorer**  **or**  **etc.**
2. Find order form for family Church\_Directory\LastName\_FirstName\Order\_Form
  - a. Double click on Order\_Form
3. Double check name, address and phone number
4. Enter the picture number for the directory picture. (A picture of the entire family)
  - a. The picture number is the xxxx in \_DSCxxxx.jpg
5. Enter the number of picture (if any) for use as a greeting card picture. (This picture will be uploaded to the Walmart website so that they can order greeting cards from Walmart.)
6. Enter picture number of desired free 8x10 picture
7. For each desired picture:
  - a. Enter picture number
  - b. enter picture size
  - c. enter quantity
  - d. If picture touch up is desired
    - i. Select **Yes** for touch up (adds \$5.00 to order)
    - ii. Put desired touch up on the special instructions
8. For any desired canvases
  - a. Enter picture number
  - b. enter canvas size
  - c. enter quantity
  - d. If touch up is desired
    - i. Select **Yes** for touch up (adds \$5.00 to order)
    - ii. Put desired touch up in the **Special Instructions**
9. For any desired merchandise
  - a. Enter picture number
  - b. Enter desired merchandise
  - c. Enter quantity
10. If person wants to donate an additional amount to the building fund, enter the amount in the **Cash Donation** field. If they do not want to donate an additional amount, enter a 0 (zero) in the field.
11. Go back to the top of the sheet
12. Review the order, and the amount due
13. Collect the check
14. Select **Yes** Below the "Paid?" Caption
15. Save the file
16. Print two copies of the completed order form

### Notes:

- The Donation value is the amount they can deduct from their income tax as charitable contribution
- The items will be shipped to the address listed on the order form.
- Fields that are yellow need to be filled out.

## Prices

### Prints

Size	Price
11 x 14	\$20.00
12 x 18	\$30.00
16 x 20	\$40.00
16 x 24	\$45.00
4 x 6	\$5.00
5 x 7	\$10.00
8 Wallets	\$15.00
8 x 10	\$15.00
8 x 12	\$20.00

### Canvas

Size	Price
10 x 16	\$91.98
11 x 14	\$89.00
12 x 18	\$117.98
16 x 20	\$119.98
16 x 24	\$129.98
20 x 30	\$167.98
8 x 10	\$67.98
8 x 12	\$79.98

### Merchandise

Item	Price
11 oz Black Mug	\$25.90
11 oz White Mug	\$19.90
11 x 17 Post-It Poster	\$39.90
15 oz White Mug	\$21.90
3 in. Button	\$9.90
4 in. Button	\$11.90
4 x 6 Postcard	\$3.98
5 x 7 Photo Panel	\$39.90
6 x 6 Ceramic Tile	\$23.90
8 x 10 Photo Panel	\$79.90
Ceramic Tile Mosaic	\$119.90
Tote Bag	\$59.98

Item	Price
Coasters	\$39.90
Keepsake Box	\$69.90
Large Refrigerator Magnet	\$13.90
Mahogany Desk Organizer	\$49.90
Mouse Pad	\$15.90
Photo Apron	\$49.90
Photo Key Tag	\$13.90
Photo Puzzle with Box	\$59.90
Photo Stickers - Sheet of 20	\$11.90
Playing Cards	\$49.98
Small Refrigerator Magnet	\$9.90