



JESSICA VERMA  
PHOTOGRAPHY kids  
www.jessicaverma.com

# Fundraiser Program



## What is it?

It is a simple idea - parents sign their kids up for mini sessions on a specific day, we shoot them all back to back (ten minutes per child, enough time to get great personality shots), and 100% of the proceeds from the session fees goes to the school. The school raises money and the parents get great natural pictures of their kids.

## How does it work?

We simply schedule a day on which Jessica Verma will come to the school and do "mini-sessions," which are 10 minute portrait sessions in which she will capture fun, natural pictures of the kids at school - either playing on the playground or doing their favorite activities.

The school can then send an invitation to the parents (we will provide the actual invitations) Any parents that would like to sign up simply write a check directly to the school for the session fee - the school gets to keep the entire amount!

It is very unobtrusive to the rest of the school as the children are simply pulled aside one at a time for a few minutes and then returned to class. We shoot using entirely natural light and settings, so there will be no bulky lights or backdrops to worry about.

After the portrait day the pictures are posted online (or parents are invited to view them in the comfort of our Sierra Madre studio) and they can order as many or few prints as they like. Easy!

## How much can we raise?

We recommend a session fee of \$35 per child (although we can work with each school to determine what they feel their parents can afford), so the amount you can raise depends on how many people sign up. For example, if 50 parents sign up at \$35, the school can raise \$1750! And this is in a day or two with very little effort on the part of the school.

## Where can I see examples of your photos?

You can visit our children's portrait website at [www.jvpkids.com](http://www.jvpkids.com) or give us a call to see specific examples of past school photography. (The pictures on this flyer were also all taken at school)

## How do I sign up?

Simply call our studio at (626) 507-8089 or email us at [info@jessicaverma.com](mailto:info@jessicaverma.com) to set everything up - we will be happy to answer any questions you might have and get everything started! Don't worry if your school is not in the Pasadena area - we work with schools all over Los Angeles.

We look forward to hearing from you soon!



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