Dear Principals:
Everyone at Balfour is committed to providing schools innovative ways to solve the challenge of canceled or postponed graduation events. The Seniors of 2020 are deserving of the recognition and achievement they have worked so hard to earn, and we are ready to support our schools with a variety of options based on need.

Our Solutions
We are excited to introduce a Virtual Graduation Guide you can share with your school partners. Our guide walks through the products and services Balfour is providing school administrators and students. Our solutions include:

• A Graduation Landing Page for the school on “balfour.com/schoolname” for schools to use as the online destination to promote a virtual graduation. The landing page will be a school-branded destination customized to their needs with a link and or instructions to the live feed or virtual event, along with relevant information for the students and families.
• An electronic invitation for schools to promote and announce their virtual event. This email can be sent by Balfour on the school’s behalf, or an HTML email file can be sent that can be deployed by the school’s system. We will also provide custom social media graphics for schools.
• Graduates receive a Class of 2020 “Photo Story,” a short video customized for the school featuring pictures of the students. The ending includes an announcement of their upcoming virtual graduation. Each grad’s unique video can be shared on their social media and/or shared by email to encourage family and friends to attend the virtual graduation event.
• Printable Inserts give graduates a great way to add to announcements already received by Balfour with new information about these virtual plans. These custom inserts can be emailed and/or downloaded by the student and printed at home.

Balfour Advantage
We’re offering more than just a platform for virtual events — we’re supporting an entirely virtual experience. We’re providing a destination where the school community can get information, along with quick access to their preferred virtual platform (YouTube Live, Facebook Live, Vimeo, Skype, Zoom, etc.), plus the marketing support for schools and their graduates to communicate their new virtual event.

Pricing for Schools
This virtual experience can be offered to schools at the low cost of $4/grad with a $1,000 minimum fee.

What’s Next?
Reach out and start talking to your schools about Balfour’s solution! Watch out for more information, including everything needed to submit your school for participation.

Balfour just launched the industry’s most robust virtual Yearbook festival open to all
schools. Here is the invite that was sent out for April 21st.