

Smiles at School

PHOTOGRAPHY | MARKETING | FUNDRAISING

SUPPORTING YOUR SCHOOL
From school portraits to promotion and more



Danny Higgins – Founder, CEO and Lead Photographer



Smiles At School started by Danny Higgins as a small photography business back in 2011, and in the following years have built up a great reputation amongst the Schools, Preschools and Nurseries in counties from Hampshire to Buckinghamshire and further afield too!

We've grown to offer more services for our education customers, from marketing to fundraising solutions, carefully chosen to help support your School or Nursery.

Smiles at School

Skip ahead to:



School and Nursery Photography

From traditional school portraits and SIMs images to fun, informal photo sessions, class, team and full school photos, we've got it all covered. Our **easy online ordering** process **reduces admin times** with speedy proofs and direct 48 hour order dispatch, whilst our **Mix packs** and **discounts** make parents fall in love with School photos again!



Marketing for Schools and Nurseries

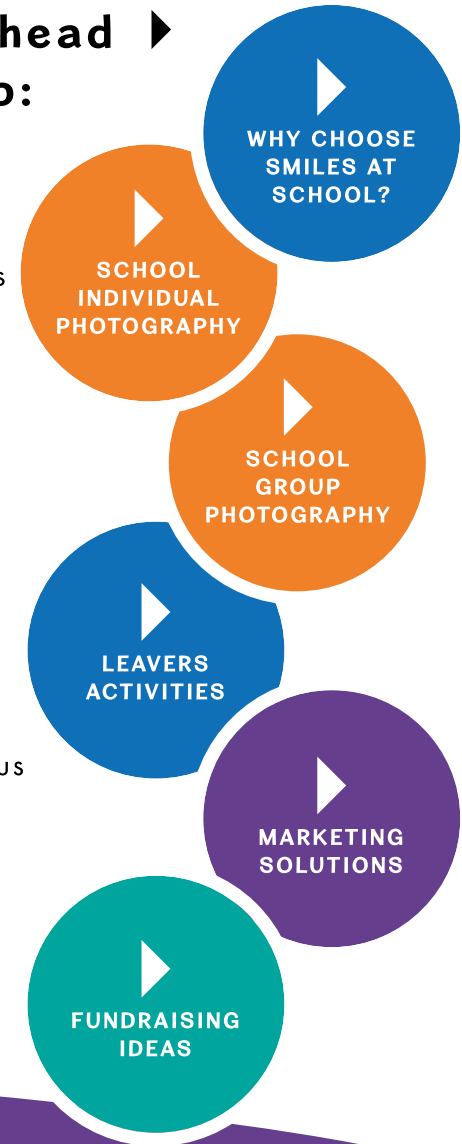
The pressure to compete for students is high, and engaging with parents and review boards ever more important. Our varied photography and marketing solutions, from web **photography** and **video** to **display solutions**, are a great way to demonstrate your School or Nursery's values and **maximise admissions**.



School and Nursery Fundraising

Running your School or Nursery and paying for resources requires constant funding. Let us help with solutions that not only **raise funds** but help **promote your setting** too. From family photo days to maximising the income opportunity of existing events. We're happy to help and always ready to **discuss new ideas** with you.

All delivered with a smile!



Why are we different?

- ☺ We capture the real personality and spirit of every child we photograph
- ☺ Office administrators get our full support in organising and promoting your photo day
- ☺ We deliver the fastest turnaround of proof orders forms
- ☺ Easy online ordering: first orders dispatched within 48 hours!
- ☺ Earlybird discount for parents ordering online, with free delivery to School
- ☺ Parents can mix their own packs with up to 30% discount – no more paying for unwanted prints!
- ☺ Direct order helpline reduces your administration time
- ☺ All backed by our 'No Smile Left Behind Guarantee'
- ☺ First class, fun marketing photography and video content for your website, marketing and wall displays.
- ☺ And loads of fundraising solutions to help your PTA raise funds for your School
- ☺ Safety first - we're fully insured, DBS checked and Covid Secure



Our 'No Smile Left Behind' Guarantee

Smiles At School is all about bringing smiles to the faces of children, their families and school staff too! We love what we do and we aim to delight with fantastic photography, quality products and fast delivery. That's why our 'No Smile Left Behind' Guarantee means you can be confident you've chosen the right company for your photography, marketing and fundraising, and will be left with a beaming smile!

[Click here to read more about our Guarantee](#) ►

School Photography

Independent, personal and reliable school photography with a smile! We aim to change the way you see School photography forever.

Our approach to School photography is fun, engaging and produces great results and natural smiles.

Not only do we deliver quality school portrait photography that parents love, plus the biggest choice of images and products, but we also aim to make life as easy for the School as possible, by reducing your admin and speeding up the whole process so you can get on with what you do best!

Of course we can provide images for your School systems for FREE and can also accommodate siblings and staff photos. We are the fastest out there to get proof order forms to you, reducing lead times by up to a week!

With various styles available, and a bespoke approach - we've something for everyone!

All designed to ensure smiles throughout the School! Just talk to us about your needs, and we'll create a schedule to suit you.

Enquire today! ▶

"She looks cheeky, mischievous, pink and full of beans just like the real thing!" - Windsor School Parent

See how we can deliver your best photo day yet:

- ✓ A personal, collaborative and reliable partnership
- ✓ Fast turnaround – up to a week faster than our competition
- ✓ Online ordering and helpline for minimal School admin
- ✓ Orders delivered home in as little as 48 hours, or free to School
- ✓ Mixed packs, great choice of images and gifts + discounts
- ✓ Create your own pack options for less waste and best value
- ✓ Free staff and group photos for the School
- ✓ Safety first - we're fully insured and DBS checked



Smiles all round...

Looking for a photography company who will make life super easy for you, delivering fantastic photographs of your children and delivering great value for money? Look no further.

Our approach is driven by your needs, whether you want simple formal images supporting your internal systems, or a more relaxed, fun shoot with creative backgrounds and poses. We'll shape your photo day to suit your school.

Our fun, friendly photographers will ensure they get the best, natural smiles from every child: no forced grins here - we capture the personality behind each child.

We make ordering easy peasy for parents, who will receive a proof order form to view their personal gallery online, with at least 2-4 photos to choose from, – with a mix of nice formal photos and fun poses - something for everyone.

We're one of the few school photography companies that allow parents to mix and match their photo choices, whether that's within our carefully built discount photo packages, or by creating their own packages with exactly the print sizes they prefer – all with up to 30% discount!

Book a discovery call today ▶

- ✓ Smooth running photo day
- ✓ Choice of styles
- ✓ Low admin for Schools
- ✓ Great choice and value for money
- ✓ Discounts and delivery deals for early orders

A smile on (usually) every face.

Class groups are a fab opportunity for children to recall their classmates years in the future, and ensuring everyone looks their best in these group photos is key to happy parents and children alike.

Our passion shines through when taking group photos, engaging the children even before the photo is taken, and taking two photos, allowing the children to have a little fun too and express their personality.

With various styles from outdoor traditional photos showcasing your school's location, to stitched panos for a creative group style, let us guide you to a look that suits your School, and your parents' budget too!

As with our annual portrait day, you'll enjoy a smooth running photo day, low admin and great options for parents, plus you'll also benefit from FREE group photos for the School to keep and display.

Whole school

We're often asked if we can photograph whole school photos, and of course it's a 'yes!' You don't need to rely on big national companies for the big jobs, our team can deliver to, with the benefit of a familiar face to encourage every smile!

Let's chat more ▶





Team photos

With just a little pre-planning, class photo day is the perfect time to include photos of your school's sports teams, clubs and groups. Celebrate your football team's successes with a photo with your latest trophy, highlight your musical excellence with a photo of your school band, or focus on the often ignored clubs, like chess club with a celebratory photo which will make the members feel valued.

Why not frame these photos in your entrance hall, and celebrate those extra-curricular activities to the full?

Call us today ▶

Leavers photos

The last days of school are a big deal for your children, and every opportunity to celebrate their time with you should be taken to not only help them leave with fantastic memories of your school, but also to show parents how much you've valued their support.

We'll always offer the chance for an informal, individual photoshoot of your leavers – usually taken alongside your class group photos – to give you another opportunity to celebrate their onward journey.

A beautiful, informal portrait of each leavers is the perfect way to make them feel special. We make their last ever school photo all about them!

And these photos allow you to really up your graduation game! Order your Yearbooks through us, and we'll give you these leavers images to include within your design FREE of charge, or ask us about our exclusive 'Now and Then' framed print, with words of support from friends and teachers. Just check out our Leavers options for lots of great ideas.

Say goodbye in style ▶



Bespoke photoshoots

Let's face it, one formal headshot per year is often what your school photographer will offer you, but it's certainly the bare minimum you should be planning! Why not get creative once in a while? Our creative approach to photos means we're up for planning a more informal photo day aimed at celebrating your children and their passions, your School style and location or just giving the chance for something a bit different!

It's the perfect way to generate some additional funds through sales to parents, and it offers a great gift opportunity for parents too.

Whether we give each child a themed photo session, design a shoot around the learning subject of the term, or allow them to bring their favourite instrument, prop or toy – we'll consider anything!

Then these images become another way to highlight your School's passion for pupil's individuality and creativity in your marketing too!

Book a call today ▶



School Leavers

As your students make their way to the next step in their educational journey – whether that's Junior School, Secondary, College or Uni – or into the wide world of work, you've a unique opportunity to send them off with fantastic memories of your school and their time with you and their friends.

It's an emotional time for them and their families, so it pays to take the time to consider the little extras you can offer, either as **thank you gifts** or to **raise funds** for the school. Not forgetting the **marketing benefits** they'll bring too.



"They provide school and parents with a first-class service in addition to beautiful photographs to cherish." - Amersham School Headteacher

FREE PRINTABLE LEAVERS CERTIFICATE!

Enquire about our leavers options and we'll send you a FREE e-guide to graduation PLUS a downloadable Graduation Certificate to print and hand to your leavers too!



School Leavers Photoshoot

As they leave School, every child deserves a professional photograph to celebrate just how far they've come! Why not incorporate a relaxed, informal individual photograph with your final class group shoot. These can be offered for sale to parents, used for unique leavers' gifts such as our 'Now and Then' or 'Moving Memories' products (ask us for details!), or in a Yearbook.

See over for more on these ▶



FROM

Leavers Hoodies

A classic for School leavers, available in a range of designs and colours. Gift to your leavers or offer for parents to purchase at a profit for your fundraising.

Multiple designs available ▶

Leavers Polos and Tees

For those who prefer something lighter than a Hoodie, we're one of the few providers who also offer Polo and Tee shirt options. Still with the classic leavers designs, these are a high quality alternative, and a little cheaper for parents too!



FROM



FROM

Multiple designs available ▶

FROM

Leavers Medals

This unique leavers gift is a fab low cost present that the children love! We've a choice of designs too, personalised for your school and each child. Imagine presenting each child with a medal at your leavers celebration!



Simple online ordering ▶

Leavers Yearbooks

This classic keepsake is perfect to celebrate your leavers, their interests and the exciting activities they've enjoyed in their time with you. With a simple online system for you to build your perfect yearbook design, it's a simple and affordable way to bid farewell to your students!

FROM

Order early! ▶

FROM

PER HIRE

Party Photobooth

A new addition, and a great way to help add fun memories to your leavers celebrations! Hire our fab open photobooth, complete with props, unlimited prints and all images supplied digitally for your future use, and let your leavers have fun with their friends!

Get a quote today ▶

Tote Bags

Gather all your leavers goodies together in this branded bag, and you'll be promoting your School externally too. We can print any design, or simply your school logo.

Send us your logo to order ▶

FROM

Call
for
prices

Leavers Card Games

A fun way for your leavers to remember their classmates, whilst having fun too! Our cards use your leavers photos to create 5 fab card games, created from our photos, or your own images! Send them off with a smile – and why not add one for the School to keep too?

Order yours today ▶

PROMOTION! Choose three or more of our leavers options and we'll send you a **FREE** printed Certificate for each Leaver!



School Marketing

The pressure to compete for students is high, and engaging with parents and review boards ever more important. Our varied photography, video and marketing solutions from website images to social media content and hallway displays are a great way to demonstrate your School's values and show your best side.

[Enquire today! ▶](#)

DISCOUNTED MARKETING SOLUTIONS FOR OUR PARTNERS

If your School brings us on board as your Annual portrait photography provider, you can benefit from our discount marketing solution offers. From using your commission and our fundraising solutions to help cover your marketing costs, to reduced priced photoshoots during our off-season periods and even freebies throughout the year!

Some solutions are only available to our partners, too!

[So why not enquire for more details ▶](#)

"You've really captured some lovely shots of our school, children and staff. Thank you for all of your hard work. We're really looking forward to sharing these on our website and with our parents." - Primary School, Aylesbury

Our solutions are perfect for any school and include:

- ✓ Professional quality photos
- ✓ High production value video
- ✓ Displays and large format printing
- ✓ Copywriting support
- ✓ Social media marketing support



School marketing photography

Marketing your School is more important now than ever, and your website is the window to your unique proposition. With a well-planned photoshoot to document what makes your School different, plus showing examples of your students enjoying their time with you, you can highlight what's important to your prospective parents with ease. And of course, we excel in bringing smiles to your school website too!

We'll ensure images are suitable not only for your website, but also ready for use on your social media marketing channels and print-ready for adverts, leaflets and prospectus use!

Book a discovery call today ▶



School marketing videos

Online video content is now more important than ever for your marketing success. Google search results prioritises great video content, and channels like YouTube allow for easy access for prospective parents to see how your school can offer the best for their children.

Our approach for online video content is a collaborative process which allows us to fully understand what messages you wish to communicate. With a focus on student feedback and a personal, friendly feel, new parents will soon feel right at home with your School before even their first visit!

Whether it's an overview of your school, or a walkthrough of your facilities, we've got you covered.

Not only that, we can use your footage to increase your marketing reach, with shorter video snippets perfect for social media use, to split your message into bite-size chunks, perfect for the fast-moving world we now live in!

Let us show you a sample ▶



School displays

Photographs on your website is all well and good, but what about the many visitors and parents who visit your School on a daily basis? Our photographs are always provided at high enough quality to be able to print stunning wall displays to mount in your reception area and throughout your hallways.

They are a great way to showing your setting in action, as well as highlighting those values your School must display. From simple images to artworked designs to incorporate slogans, values and more, just speak to us about your vision and we can help!

Options include canvases, wall decals and so much more – we can even fully rebrand your School with wall art and window transfers. With our fantastic print partners, no job is too big!

Discuss your ideas with us ▶

Staffboards

Who said Staffboards need to be boring? Yes of course, you can buy a corporate-style acrylic board and drop your headshots in. Or let us create a design that has character and reflects your School.

From branded backgrounds with adhesive staff shots to move around and replace at will, to incorporating some fun facts about your teachers, or even quotes from parents. New fresh ideas will make your staff appear more approachable and fun!



Let us up your staffboard game! ▶

Creative Portrait displays

Your School has a speciality which is important for you to promote well. Music? Sports? Acting? Perhaps yours is the School renowned for the best Rugby team in the county? We'll help you to really celebrate with creative portraits of your team – perfect not only for your marketing collateral and advertising, but also stunning photos your students and their parents will LOVE – so an additional fundraising opportunity which could perhaps help fund the shoot! Think outside the box and discuss your ideas with us. We'll make your School's Speciality stand out.



Chat to us today ▶

Review Quote Boards

Why ask for reviews if you're not going to share them far and wide? Our Quoteboards are a fab way to bring your best reviews to life in your reception. Combined with beautiful photos of the children and staff, Prospective families will read how great you are from the words of other parents. What better way to promote yourself than letting others do it for you?

Call us for a quote! ▶



Bringing your marketing alive!

The advent of Augmented Reality has allowed forward thinking Schools to really up their marketing game!

Everyone has a mobile phone in their pocket, so why not maximise this opportunity to bring your promotional images alive with our new solution. Simply hold your phone towards one of your fab marketing photos to spark your promotional video. It's a great way to bring your videos to more people through leaflets and promotional banners.

Imagine being able to talk to your prospective parents, instead of simply showing one or two static images on a leaflet? We can make it happen!

TRY IT HERE!

1. Scan the QR code
2. Download the App
3. With the App open, scan the QR code again
4. Now with the App open, hold your phone towards the image, to see the associated video!

This photo launches your video!

Scan to download the Moving Memories App



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Leavers and Events

The savvy School will look at every opportunity and event to market their school and extend their reach. We can help...

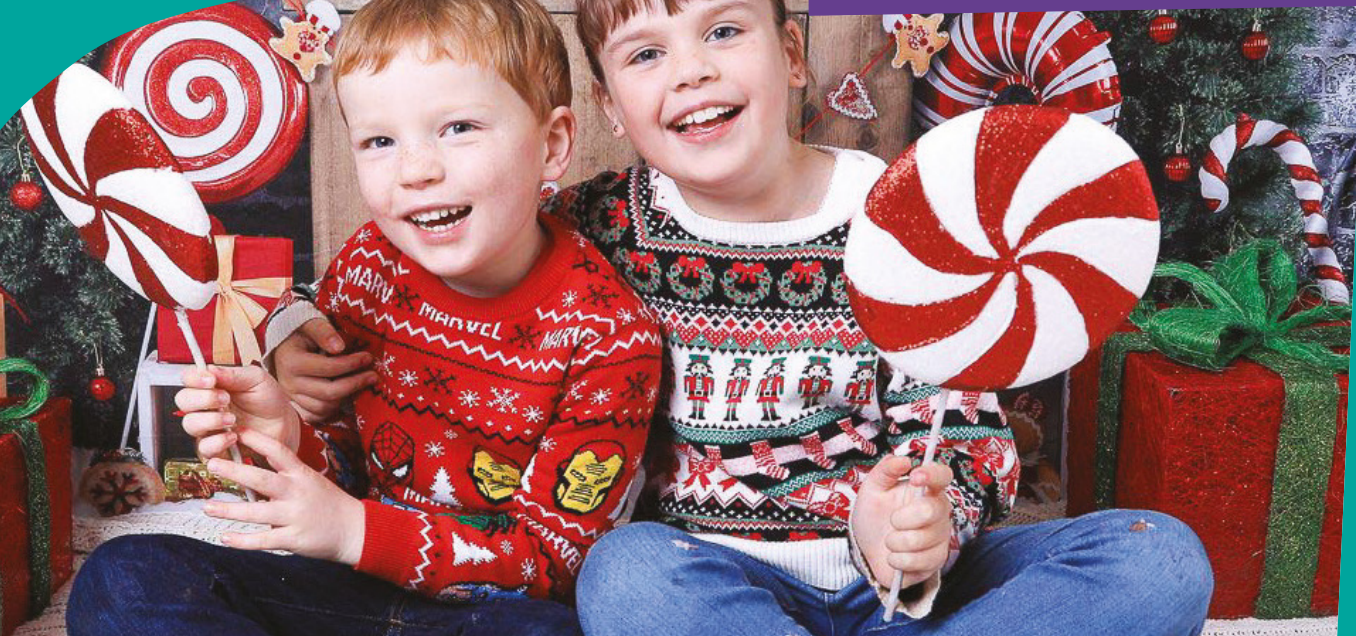
School leavers will live in their branded Hoodies for months, and children will carry their book bags in and out daily – so make sure yours are high enough quality to last!

School plays and nativities are a fab demonstration of the fun children will have every day, so don't keep it a secret! Video it, share photos in local press and on social media.

We've loads of great ideas to maximise every marketing opportunity with a well-planned photoshoot, video shoot, or merchandise.

Get in touch today ▶

School Fundraising



"Regarding the photographs you recently took at the Christmas fair. They are absolutely beautiful in every way! You have really captured the magic of Christmas and our G's personality." - Christmas Family Day Mum, Farnham

FREE e-guide to School and Nursery Fundraising

Enquire about our Fundraising options and we'll send you a FREE e-guide to Fundraising, helping you plan your best ever Fundraising year!

Smiles at School
FUNDRAISING

E-GUIDE TO
SCHOOL & NURSERY
FUNDRAISING

As well as great photography, we can offer some superb fundraising ideas for your School, Preschool, or Nursery.

Using our photo events, or via our specially chosen partners, let us help you generate those much-needed funds to help promote and support your children.

From Family Photo Days to the filming and photography of events and performances, our services can integrate perfectly with your existing activities to offer a revenue stream that's valuable to parents as well as you. And our printed gifts are a fab way of offering items for parents to purchase for the benefit of the School - Christmas cards and Tea Towels are standard fare, but what about School branded items such as Polos, bags and sun hats, or offering printed items from artwork that children produce throughout the year? Why not ask your PTA, Head teacher or Nursery Manager to get in touch today?

Enquire today! ▶



Family Mini Photoshoots

Invite your children to bring their parents for a fun photo session. Perfect for Summer outdoor location sessions or a Festive event for Christmas gifts! Families can enjoy a fast and fun 15 minute photoshoot, then order prints online. All we need is a venue and your support. The School or Nursery takes a booking fee or a commission on all sales. Why not Invite other stallholders to maximise fundraising opportunities?

FREE*
TO
ATTEND

Book your Family fundraiser early ▶

*A refundable deposit for all bookings may be requested to prevent no-shows

Tea Towels

A classic fundraiser. Ask you children to draw a self portrait, write their names, or create a doodle of their choice. We'll collate them onto one fab design and print to Tea Towels for the School or Nursery to sell to parents as a lovely keepsake, and a great way to raise further funds in the process!

FROM

Create your designs today ▶



Medals to Celebrate

Fab acrylic medals to celebrate any event! Perfect to support any celebration from 'well done's' to perfect medals. A great option for one-off events too – let us know your idea and we'll see what we can do! Affordable cost for parents with commission on every sale to the School or Nursery.

FROM

Watch our social media for new designs ▶



FROM



My Santa Story Book

A fab fundraiser, or cute Christmas gift. This hardbacked book is full of fun with quizzes, games, jokes and even a letter to Santa, plus a space to add a photo of the child, perhaps with a fun santa hat, to personalise your gift! Buy to resell to parents for fundraising, or hand to parents as a grotto gift.

Order at smilesatschools.com/santastory ▶

Virtual Santa's Grotto

A fun idea for Parents to get involved with. Simply send us a photo, taken to our guidelines and we'll turn it into a fab 'meeting Santa' virtual grotto photo! Prints and gifts available for parents to purchase with commission going to the School.

FROM



Request your 'how to' pack ▶

FROM



Snowflake Decoration

A great way to offer a cute gift to your children and their families this Christmas. Takes a small photograph which we can take at your annual photo day, or you can take and print yourself!

Send your festive photos today ▶



Christmas Family Mini Photoshoots

What better way to get into the festive spirit than by offering a mini Christmas photoshoot for all your families? We'll set up our mobile studio in your hall and families can book a slot for a fun, fast photoshoot, including the kids, parents – we've even had pets! With a classic plain backdrop as well as fab festive sets, there's something for everyone whether a Jolly Santa supporter, or a wannabe Scrooge! Of course, the School or Nursery takes a nice commission from every sale made!



FREE*
TO
ATTEND

Book early – limited dates ▶

*A refundable deposit for all bookings may be requested to prevent no-shows



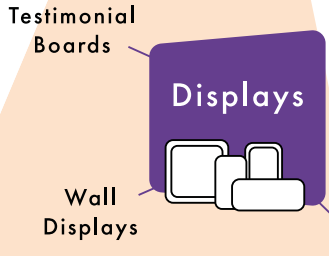
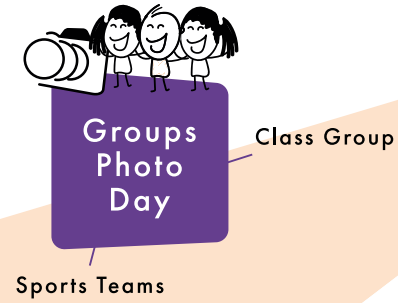
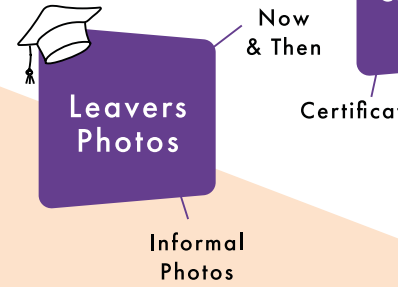
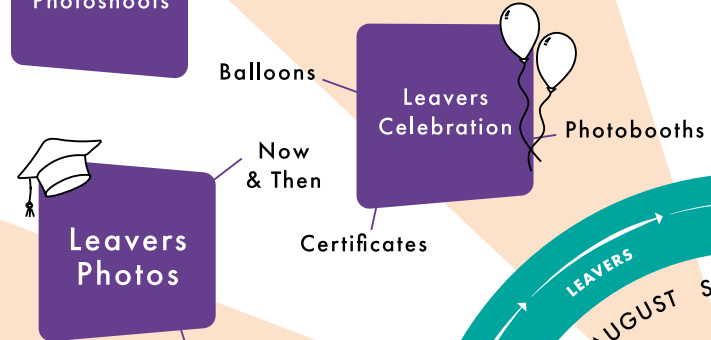
Play and Performance Photographs

Ever considered having a professional photographer at your next show or play? We'll photograph the performance during dress rehearsals plus individual photos of the cast. You can focus on delivering a great event! We can even video the performance for you too! The best part – no parents holding their iPhones aloft throughout the show! We'll give them the memories they deserve. Commissions on all sales come to your School or Nursery fundraising pot.



Make the most of your events ▶

It's not just photos, look how we can help you deliver great memories throughout the whole year!



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