

Book Fair Planner

HANDY CHECKLISTS
TO HELP YOU:

- PLAN
- ORGANISE
- RUN YOUR FAIR
- EARN MORE
FREE BOOKS FOR
YOUR SCHOOL

SCHOLASTIC
BOOK FAIRS

Welcome to Scholastic

At Scholastic Book Fairs, we make a commitment to support you and your Book Fair at every step of the way. Use this Planner to pick up tips, time-savers and tried-and-tested solutions on how to run a **G.R.E.A.T.** literacy event for the whole school!

CUSTOMER CARE



Your personal Book Fair Co-ordinator is on hand Monday to Friday to help with any enquiries.

Free call 1 800 272 321

PLANNING KIT



Your Big Red Box contains posters, invitations, arrows and more to help run your Fair and arrives:

3 weeks before Fair

ONLINE RESOURCES



Log in to your Organiser Toolkit to calculate your Scholastic Rewards and find activity and decoration ideas.

bookfairs.scholastic.ie

PROGRAMMES



We offer programmes to help you build excitement, boost attendance and earn more free books.

Talk to your Co-ordinator

Checklist

Use this checklist to run a **G.R.E.A.T.** Book Fair

**Goals are the key ingredient
of a successful Fair!**

Goals

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Recruitment

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Advertising

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Set your goals

The cornerstone to running a **G.R.E.A.T.** Book Fair is to set goals. Here are some goals schools have shared with us:

- PROMOTE literacy by making books and reading more fun
- PUT a book in the hands of every pupil
- INVOLVE the Parents' Association in the running of the Fair
- EARN enough free books to replace a section of your library
- BUILD more interest and participation from pupils and families
- SELL a specific amount of books
- SURPASS previous Fair attendance

Write your goals here:



▲ **NEW Scholastic Rewards Catalogue!**
Browse the catalogue or our new website and set your sights on the resources you'd like to choose
shop.scholastic.ie

▼ **HUGE goal chart!**
Display this colourful A1 poster at your Fair to share your progress. Find it in your Big Red Box or download at
bookfairs.scholastic.ie



HOW TO SHARE YOUR GOALS – AND ACHIEVE THEM!

- DISPLAY the goal chart at your Fair and update regularly
- TELL parents about your goals in the school newsletter
- PUT a note on your school's website
- ASK teachers to join in with class competitions
- CREATE a daily progress report

Recruit volunteers



Once you've set your goals, finding volunteers willing to share their time and talents to help you achieve them is key. After all, many hands make light work!

Getting started

Recruit volunteers three weeks before your Fair.

- PUT up volunteer recruitment posters at the school entrance
- INVOLVE the Parents' Association
- REQUEST volunteers in your school newsletter
- PLACE a recruitment notice in the staff room
- ASK teachers to recommend pupils that can assist
- CREATE a list of the jobs that you need help with

List things you need help with here:

.....

.....

.....

.....

VOLUNTEERS CAN HELP TO...

- | | |
|---|---|
| <input type="checkbox"/> BRAINSTORM promotional ideas | <input type="checkbox"/> RUN the cash desk |
| <input type="checkbox"/> SET up the bookcases | <input type="checkbox"/> UPDATE the goal chart |
| <input type="checkbox"/> PUT up posters at school | <input type="checkbox"/> TIDY up the bookcases at the end of each day |
| <input type="checkbox"/> DECORATE the Fair | <input type="checkbox"/> PACK up after the Fair |



▲ Download volunteer recruitment posters and letters at bookfairs.scholastic.ie

WHO TO ASK

- Principal
- Teachers and school staff
- Pupils
- Parents, guardians and grandparents
- Parents' Association
- Retirees
- School clubs

PUPILS RULE!



Letting pupils take charge of certain aspects of the Fair can help them develop real world skills including:

- Time management
- Creative thinking
- Responsibility
- Teamwork



MAKE IT A SPECIAL EVENT

- Prize raffle
- Design a Book Fair poster contest
- Hire a character costume*
- Arrange an author visit*
- Download Book Talks from your Organiser Toolkit
- Organised reading

* Talk to your Co-ordinator for more details

USE THE THEME

Themes transform Book Fairs into special events and can kick-start the imagination.



- TIE-IN the theme with classroom activities exploring different periods in history
- HOLD a historical fancy dress day
- DECORATE your Fair as a scene from the past or future
- CREATE a table display using historically-themed books from the shelves
- DOWNLOAD more theme ideas at bookfairs.scholastic.ie

Create excitement



Build a buzz by holding a competition involving the whole school. It will fire up your pupils' imaginations and there are prizes to be won!

Run a competition

To create maximum excitement, start one week before your Fair arrives.

- 1** FIND the competition prize vouchers in your Big Red Box
- 2** USE our Time Machine-themed competition or choose your own
- 3** COLLECT competition entries from each class and create a display at your Fair for pupils and parents to see
- 4** CHOOSE the winners and award the prize vouchers (please return used vouchers to us afterwards)
- 5** SEND us entries after your Fair for the chance to win fantastic prizes

For our latest competitions, prizes and downloadable entry forms, visit bookfairs.scholastic.ie/win



DECORATE

Decorate your Fair to keep it fresh, fun and exciting with these ideas:

- Bunting
- Balloons
- Book reviews
- Competition entries display
- Fancy dress costumes for helpers
- Posters and arrows
- Streamers

Advertising drives traffic



Tell everyone about your Book Fair with letters, invitations and posters. **G.R.E.A.T.** advertising starts with your Big Red Box!

One week before your Fair arrives

- HAND a letter to parents stating your goals
- SEND the invitations home to parents
- PUT up the posters around the school
- PLACE a notice on the school website and in the newsletter
- SHOW book trailers and videos which can be found online

When your Fair arrives

- PUT up the directional arrows around the school
- HANG the outside banner by the school entrance*
- ANNOUNCE the Fair's arrival in assembly
- ARRANGE class browsing with the new activity wishlists*

* If supplied



PLANNING KIT

Your Big Red Box will arrive 3 weeks before the Fair. It contains posters, invitations, arrows and more to help promote your Fair.

Go online for more great ideas and downloads.

TIPS FOR SETTING UP

- CHOOSE a large space so pupils and parents can browse in comfort
- PULL up the headerboards on the back of the bookcases
- SET up a payment area with cash desk
- ARRANGE the poster, stationery and other boxes
- CREATE a table display for recommended or discounted titles

CASH DESK CHECKLIST

- Float with small change
- Credit/debit card slips
- Calculator
- Pens and paper
- Order form and pricelist
- Our contact details



▲ **Need more posters?**
Download posters, letters and lots more at bookfairs.scholastic.ie



▲ **Create table displays!**
If you haven't received metal bookcases or just want to make a splash, create eye-catching table displays with tablecloths and book stands.

SAVE TIME ONLINE



Log in to your **Organiser Toolkit** with your email, password and Fair ID. You'll be able to:

- CALCULATE your Scholastic Rewards instantly with our online cash report form
- SPEND your Scholastic Rewards in the online shop with free P&P
- DOWNLOAD free resources including Book Talks, Last Copy bookmarks, pricelists and class activities
- COMPLETE our feedback survey – we'd love to hear from you!

Need help? Call us for free on 1 800 272 321



Explore the books



Use our tools to save time and arrange browsing sessions. The more pupils browse, the more likely they are to find the perfect book for them!

Activity wishlists and browsing



NEW



- 1** CREATE a browsing timetable, allowing 20 minutes for each class to explore the books during the school day
- 2** FIND the new activity wishlists in your Big Red Box* and hand one out to every child
- 3** ENCOURAGE children to complete the activities and the wishlists as they explore the books
- 4** ENSURE pupils take their wishlists home to parents

*While stocks last

RE-ORDERS AND BESTSELLERS

Popular books can sometimes sell out. Here are some tips to ensure every child can get the book they want:

- IDENTIFY the bestsellers (ask your Co-ordinator)
- PUPILS can re-order the title at the cash desk and leave the last copy for others to view
- DOWNLOAD Last Copy bookmarks and place in the most popular books
- CALL by 2pm and your order will be dispatched the same day

Pack up and pay

Once your Book Fair is over, there will be a bit of tidying up and ideally lots of free books to claim. Here's a wrap-up checklist:

- ENSURE all re-orders have been placed
- FILL out your online cash report form
- CHOOSE books from the cases, catalogue or online using your Scholastic Rewards
- PACK up the bookcases, any unsold books and table displays*
- PACK up the outside banner, character costume and any extra boxes*
- SEND payment, any credit/debit card slips and competition entries within 10 days
- CALL us to secure a date for your next Book Fair

Thank you for choosing Scholastic Book Fairs

* If supplied

 SCHOLASTIC
BOOK FAIRS

Free call: 1 800 272 321

Fax: 01 830 16 55
Email: bookfairs@scholastic.ie
Web: bookfairs.scholastic.ie

 SCHOLASTIC

We Are
Writers!

Create a We Are Writers book for your next Fair!

- Every child can be a published author in your school's own book
- An inspirational way to promote and raise literacy standards
- Simple, fun and free for school to take part
- Earn free books for your school

Call us on **1 800 272 321** or visit wearewriters.ie

"This was my first time running a Book Fair with We Are Writers. It was a really enjoyable experience for all - parents, staff and pupils."

Caroline Tuite, St Patrick's NS

