

NEW
2012/13

Book Fair Planner

HANDY CHECKLISTS
TO HELP YOU:

- PLAN
- PROMOTE
- 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 plan, promote and 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.

Freephone 1800 272 321

PLANNING KIT



Your Planning Kit 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 Are Writers

Competitions

Activity wishlists

THEME

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

- Set your goals pg 3

Recruitment

- Recruit volunteers pg 4

Excitement

- Run a competition pg 5
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Advertising

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- Setting up pg 6

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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

Earn more free books by setting goals!

Did you know that using a **goal chart** can help to boost your Fair takings by an average of 7%?*

- New Scholastic Schools Catalogue!**
Browse the catalogue or website and set your sights on the resources you'd like shop.scholastic.ie

- Huge goal chart!**
Display this colourful A1 poster at your Fair to share your progress. Find it in your Planning Kit or download at bookfairs.scholastic.ie

NEW

SCHOLASTIC

BOOK FAIR GOAL

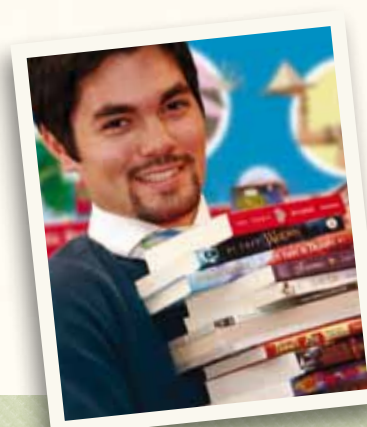
HELP US REACH OUR BOOK FAIR GOAL!

Every book you buy helps us to earn **FREE BOOKS** for our school

Instructions:

1. Use this chart to share your Book Fair goal with parents, pupils and school staff.
2. Write in your Book Fair goal at the top and in increments that fit the chart (e.g. 100 books, 250 books, 500 books, £400, £500, £600, £800, £1000, £1500 etc.).
3. Display the goal chart at your Book Fair so that visitors can see how it's going.
4. Colour in segments of the chart as you advance towards your goal.
5. Celebrate once your goal is achieved!

Scholastic Book Fairs - Getting children reading. Giving books to schools.



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

* Compared to previous year's Fair; 2011/12 survey of 788 Book Fairs, July 2012

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 jobs for volunteers 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 healthy eating
- HOLD a cake sale with your Fair to draw in hungry visitors
- DECORATE your Fair as a kitchen or diner and encourage fancy dress
- CREATE a table display using food-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

Start one week before your Fair arrives.

- 1** FIND the competition prize vouchers in your Planning Kit
- 2** USE our food-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 and downloadable entry forms, visit bookfairs.scholastic.ie/win

NEW

BOOK FAIR GALLERY

We love to see the effort put in by Organisers to create excitement at Book Fairs, whether it's through fancy dress, decoration or fun activities using our theme. So we've created the Book Fair Gallery to exhibit the very best ideas!

Just take a photo of your Book Fair in action and email to bookfairs@scholastic.ie. Your picture will be featured in the online gallery and the best entry will **win €200 worth of art and craft resources** for their school.

For full details, visit bookfairs.scholastic.ie/gallery



Advertising drives traffic



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

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 if supplied
- ANNOUNCE the Fair's arrival in class
- ARRANGE class browsing with the new activity wishlists



PLANNING KIT

Your Planning Kit will arrive three weeks before your Fair, full of bright ideas to help you plan, promote and run 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 1800 272 321



- Engage and inspire Use our free Book Talks to create classroom discussion about new and classic books. bookfairs.scholastic.ie

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



- 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 Planning Kit and hand one out to every child
- 3** ENCOURAGE children to complete the activities and the wishlists as they explore the books
- 4** ASK pupils take their wishlists home to parents

Get children more excited about books!

Did you know that using **activity wishlists** can help to boost your Fair takings by an average of 12%?+

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 only
- 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 if supplied
- 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

SCHOLASTIC
BOOK FAIRS

Freephone: 1800 272 321

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



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

"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

Call us on **1800 272 321** or visit wearewriters.ie