

 SCHOLASTIC

NEW

BOOK FAIR PLANNER

Look inside for
bright ideas to help:

- Create excitement around reading
- Plan your best Book Fair ever
- Earn more free books for your school



 SCHOLASTIC

READ
every day

www.scholastic.co.uk/readeveryday

Welcome to Scholastic

Whether you're an expert at running Book Fairs or about to host your very first one, this planner is designed to make the experience as easy and as fulfilling as possible. Inside you'll find 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 0800 212 281

PLANNING KIT



Your Planning Kit contains posters, invitations 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.co.uk

PROGRAMMES



NEW this year! Earn bonus rewards and exclusive discounts with our new **VIP programme**. See the back page for more details.

Checklist

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



Goals

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Recruitment

- Recruit volunteers pg 4
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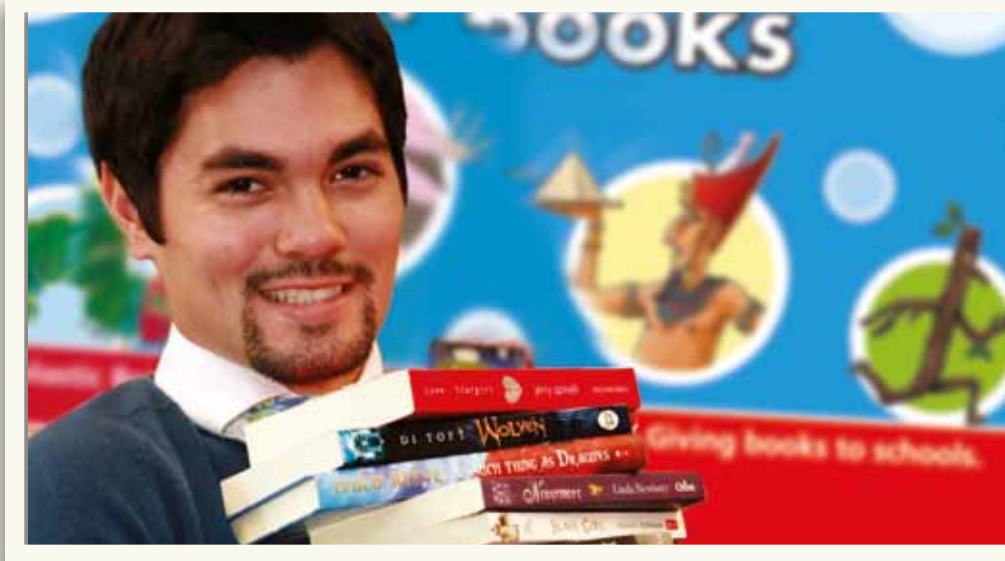
Advertising

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Set your goals



The cornerstone to running a **G.R.E.A.T.** Book Fair is to set and share your goals so that everyone can join in to help reach them. Here are some goals that schools have shared with us:

- PROMOTE literacy by making books and reading more fun
- PUT a book in the hands of every pupil
- INVOLVE more parents and school staff in running the Book 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 Book Fair attendance

Earn more free books by setting goals!
Did you know that using a **goal chart** can help to boost your Book Fair takings by an average of 6%?*



HOW TO SET AND SHARE YOUR GOALS

- DECIDE on clear and reasonable targets
- BROWSE the catalogue or online shop to set your sights on what you'd like to spend your Rewards on[†]
- TELL parents about your goals in the school newsletter and website
- DISPLAY the goal chart at your Book Fair and update regularly
- REVEAL the progress towards your goals daily in assembly or class

Find the goal chart in your **Planning Kit** or download from the **Goals** area at www.bookfairs.scholastic.co.uk/free_resources



*When compared to previous year's Book Fair takings; 2012/13 survey of 10,799 Book Fairs, July 2013.

[†]Limitations on spending Rewards apply on some types of Book Fair. Please speak to your Book Fair Co-ordinator for details.

Recruit a team



Find volunteers willing to help you achieve your Book Fair goals. Ask parents and school staff to lend a hand as part of your team. After all, many hands make light work.

Build your team

Start three to four weeks before your Book Fair

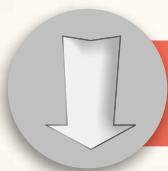
- PUT UP recruitment posters at the school entrance
- ASK for helpers via the newsletter and website
- PLACE a notice in the staff room
- CREATE a list of jobs that you need help with
- BE SPECIFIC about what is needed from volunteers and when

WHO TO ASK

- PTA and school clubs
- Parents, guardians and grandparents
- Headteacher
- Teachers and school staff
- Family and friends
- Pupils

Jobs for your team

- BRAINSTORM promotional ideas
- CONTACT the local press
- PUT up posters and signage
- SET UP the bookcases
- DECORATE the Book Fair
- RUN the cash desk
- UPDATE the goal chart
- ASSIST with class browsing sessions
- PACK UP after the Book Fair



Download posters, letters and certificates from the **Recruitment** area at www.bookfairs.scholastic.co.uk/free_resources

Run Business School



Let pupils run your Book Fair as an enterprise scheme with Business School, a free, curriculum-linked project. Recruit budding young entrepreneurs six weeks before your Book Fair and be amazed at the results.

Your Business School team

Ideal for years 5 and 6, but open to all, Business School allows pupils to:

- APPLY for jobs, make CVs and attend interviews
- PLAN, promote and run the Book Fair as a mini-business
- PRACTISE creative and entrepreneurial skills and gain confidence
- LEARN about the world of work in a safe school environment
- ACHIEVE curriculum targets in maths, English and P.S.H.E.
- ENGAGE more with reading and books
- PLAY a vital part in a fun, community-building challenge

Get children more excited about books!

Did you know that running **Business School** can help to boost your Book Fair takings by an average of 11%?.

“The pupils love the opportunity to take ownership and get really excited beforehand. They are more enthusiastic when other children have organised things.”

Miss O'Neill, Teacher, Cockenzie Primary School

“The Book Fair was amazing. We helped to run it and we had lots of parents coming after school so it was really busy ... We can't wait till next year!”

April, year 6 pupil, Latchford St James CoE Primary School



Download the Business School planner containing tips, checklists and resources at www.bookfairs.scholastic.co.uk/business_school

*When compared to previous year's Book Fair takings; 2012-13 survey of 10,799 Book Fairs, July 2013.



Create excitement



Bring fun to the Book Fair by making it a celebratory event. Use decorations and activities to keep it fresh and inviting and spark everyone's imaginations.

Download the free resource pack

Celebrate reading and build a reading culture in your school by running a Book Fair.

Our handy online resource pack will give you everything you need to build excitement during lesson time or for extra-curricular activities in the lead up to the Fair.

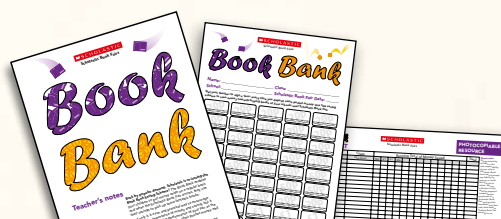
- £25 prize allowance vouchers
- Lessons fully matched to curriculum objectives
- Outcomes in line with National Curriculum Reading standards for Years 1-6
- Activities centred around literacy and the importance of reading
- Browsing wishlists and last copy bookmarks
- Competition entry forms



Book Bank

Help pupils to save up money for the Book Fair and parents to spread the cost with Book Bank.

Find Book Bank in the **Tools** area at www.bookfairs.scholastic.co.uk/free_resources



Download the free resource pack from the **Excitement** area at www.bookfairs.scholastic.co.uk/free_resources

*Themes are not featured on some types of Book Fair promotional material. Please speak to your Book Fair Co-ordinator for details.

Make it a special event



© 2013 Ballyclare Primary School, Co. Antrim

Build excitement and boost attendance by making your Book Fair a spectacle. Special events get kids and parents involved in the fun and create a reading focus for the entire school.

Time for a celebration

Whether it's parents' evening, book week or World Book Day, bring your Book Fair to life with some of these ideas:

- HOLD a fancy dress day and encourage pupils to dress as their favourite book character
- INVITE a special guest from the local community to launch the Book Fair
- HOST a grand opening with a ribbon-cutting ceremony
- BOOK a Clifford costume. They are free to hire but availability is limited*
- OFFER refreshments with proceeds going towards a school book fund
- HOLD a raffle with a ticket for everyone who attends or makes a purchase

SHARE THE FUN

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 resource pack. Just take a photo of your Book Fair in action and post it to our facebook page at www.facebook.com/scholasticuk

Please ensure that you have all necessary permissions before sharing photographs.



Download the free resource pack from the **Excitement** area at www.bookfairs.scholastic.co.uk/free_resources

*Speak to your Book Fair Co-ordinator for more details.



Run a competition



Build a buzz by holding a competition involving the whole school. It spreads the word about the Book Fair and there are prizes to be won.

Kick off with a contest

Start one week before your Book Fair arrives for maximum impact

- 1** CLAIM your £25 prize allowance vouchers
- 2** LAUNCH our themed competition or one of your own choosing
- 3** COLLECT entries from each class and create a display at the Book Fair for pupils and parents to see
- 4** CHOOSE the winners and award prize vouchers (please return used vouchers to us afterwards)
- 5** SEND US entries after your Book Fair for the chance to win more prizes

PRIZE ALLOWANCE

Run a competition to promote your Book Fair and you are entitled to **£25 worth of books** from the bookcases to use as prizes. Find the prize allowance vouchers in the free resource pack.



Competition ideas

- | | |
|---|---|
| <input type="checkbox"/> DESIGN a book cover | <input type="checkbox"/> MAKE the most original fancy dress outfit |
| <input type="checkbox"/> WRITE a book review or short story | <input type="checkbox"/> GUESS the number of pages in a book or sweets in a jar |
| <input type="checkbox"/> CREATE a Book Fair poster | <input type="checkbox"/> BRAINSTORM the best Book Fair promotional idea |

For our latest competitions, see the invitation leaflets or visit www.bookfairs.scholastic.co.uk/win



Find the £25 prize allowance vouchers and competition entry forms in the free resource pack at www.bookfairs.scholastic.co.uk/free_resources

Set up class browsing



Get children more excited by books!
Did you know that using **browsing wishlists** can help to boost your Book Fair takings by an average of 4%?*

Give pupils the opportunity to explore the Book Fair during school time. The more they interact with the books, the more likely they are to find the perfect one for them.

Let browsing begin

Start signing-up classes one week before your Book Fair arrives

- 1** CREATE a browsing timetable, allowing 20-25 minutes for each class during the school day
- 2** PUT your browsing timetable in the staff room to allow all classes to sign up
- 3** PHOTOCOPY browsing wishlists and give one to each child (see pg 15)
- 4** ENCOURAGE them to fill in their favourites as they browse the books
- 5** ASK pupils to take their completed lists home to parents

BROWSING WISHLISTS

They are a great way to get children interacting with books and thinking about which are their favourites – and why. They also provide a fun way to structure class browsing sessions and can yield fantastic results.



Find browsing wishlists to photocopy on page 15 or to download at www.bookfairs.scholastic.co.uk/free_resources

*When compared to previous year's Book Fair takings; 2012-13 survey of 10,799 Book Fairs, July 2013.



Spread the word



Use letters, leaflets and posters to grab everyone's attention in the lead up to the Book Fair. Don't forget that **G.R.E.A.T.** advertising starts with your Planning Kit.

Ready... Steady... Go!

Start advertising one to two weeks before your Book Fair arrives

- SEND a letter or email to parents explaining your Book Fair goals and opening times
- GIVE each pupil a leaflet to take home to preview the books
- PUT UP posters at the school entrance, in corridors and in classrooms
- ADD a reminder to the school website and newsletter
- BEGIN a Book Fair countdown in assemblies to build a buzz

SNEAK PREVIEW

Look out for the leaflets in your Planning Kit for a showcase of the very best books plus activities and competitions.*



YOUR PLANNING KIT

Advertising is made easy with your Planning Kit which will arrive three weeks before your Book Fair. Open up for eye-catching and colourful double-sided posters, leaflets, arrows, a goal chart, stickers and lots more bright ideas for making a splash.



Find posters and text for letters and emails in the **Advertising** area at www.bookfairs.scholastic.co.uk/free_resources

*Activities and competitions are not featured on some types of Book Fair material. Please speak to your Book Fair Co-ordinator for details. Leaflets available whilst stock lasts.

Opening time

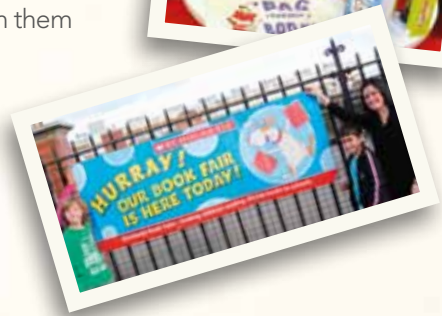


The Book Fair has arrived... It's time to make a splash! Creating a pleasant shopping environment is a key to success. Choose the largest available space so that everyone can browse in comfort.

Set up shop

Start setting up as soon as your Book Fair has arrived

- POSITION the bookcases in age order using the details on the side panels*
- ARRANGE the bookcases around the room perimeter and open them
- PULL up the headerboards on the back of the bookcases
- CREATE a table display for recommended or discounted books
- DESIGNATE a cash desk area (see next page for tips)
- HANG the outside banner by the school entrance (if supplied)
- PUT up the directional arrows around the school

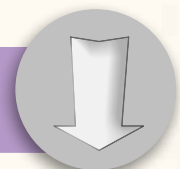


SAVE £££S WITH GIFT VOUCHERS

- LET parents know about the great savings to be made – a £10 voucher is only £9, a £20 voucher is only £17 and there are more discounts online
- PURCHASES can be made at www.bookfairs.scholastic.co.uk/parents
- PARENTS will receive an email voucher to print and give to their child to spend at the Book Fair
- VIEW a list of all gift vouchers purchased in your Organiser Toolkit (see pg 14) so you can tick off as they are used



Find arrows at the bottom of your A3 poster and the banner on your bookcases (if supplied)



*Postal Book Fairs will not receive metal bookcases.

Set up your cash desk



The cash desk is one of the busiest and most important areas of your Book Fair. Use these tips to ensure a hassle-free experience for customers who want to pay or order books, or just make an enquiry.

Cash desk checklist

Here are some items that might come in handy:

- Float with small change
- Order form and pricelist
- Credit/debit card slips
- Pens and paper
- Calculator
- Rubber bands for posters
- Reward stickers for children

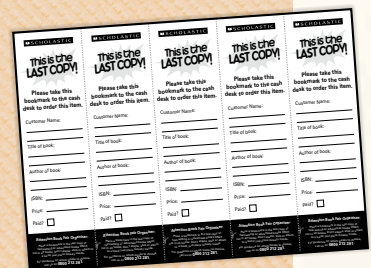
DON'T FORGET

Any cheques from customers should be made out to **your school** not Scholastic.

ORDERING 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 Book Fair Co-ordinator for guidance)
- DOWNLOAD and print last copy bookmarks
- PLACE one in the last copy of the most popular books only – no need to put them in every book
- PUPILS can order the book at the cash desk and leave the last copy for others to view
- CALL by 4pm the day before your Book Fair is collected to place your order and we'll deliver the next day*



Pack up and pay



Now that your Book Fair is over, there will be a bit of tidying up to do before our driver comes to collect the bookcases. You'll hopefully have lots of free books to claim too.

Wrap-up checklist

- ENSURE all customer orders have been placed
- FILL out your cash report form online (see next page for tips)
- CHOOSE books from the cases using your Scholastic Rewards
- PACK up the bookcases, any unsold books and extra boxes (if supplied)
- RETURN the outside banner and character costume to the driver (if supplied)
- SEND payment along with any credit/debit card slips within 10 days
- CALL us to secure your preferred date for your next Book Fair

CERTIFICATE

After payment, we'll send you a certificate confirming the free books you've earned for your school. Put it up in reception so everyone can see the impact of their efforts and purchases.



CELEBRATE YOUR SUCCESS

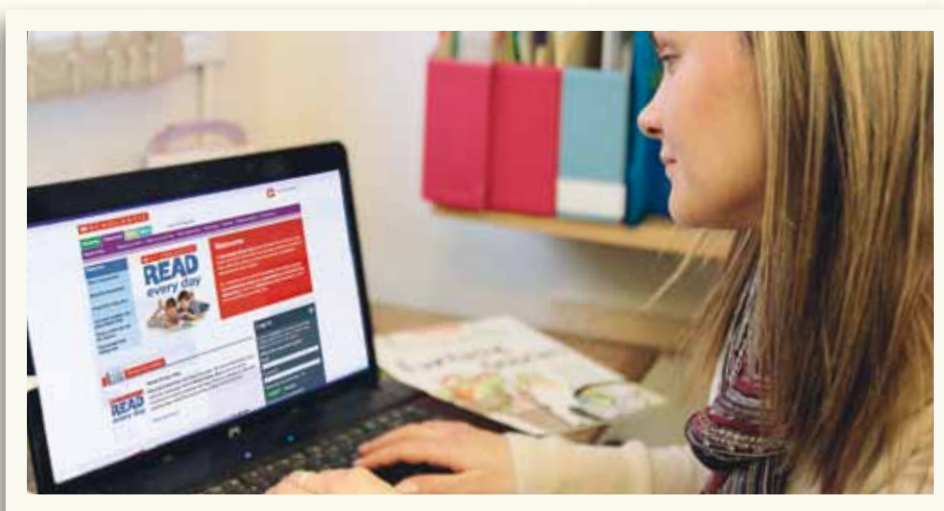
Thank you for choosing Scholastic Book Fairs. We really appreciate all of the time and effort that you and your colleagues put towards making them such inspiring literacy events. Here are some tips to spread the news of your success:

- ANNOUNCE the Book Fair total and amount of free books earned to the whole school
- PRINT out a certificate or letter of thanks for any helpers
- SEND a newsletter to let parents know what goals were achieved
- CONTACT the local press to see if they'll run a story on how your Book Fair went
- UNVEIL the free books certificate that we'll send you in assembly or in class

Find thank you certificates and letters in the **Tools** area at www.bookfairs.scholastic.co.uk/free_resources



Save time online



If you're eager to start spending your Scholastic Rewards, the simplest and quickest way is to complete your cash report form online. It's a breeze – all of the calculations are done for you!

Complete your cash report online

After your Book Fair, go online and in a few clicks you'll be done.

- 1** ENTER your email address and password and click **Log in**. If you are a first time user, see below for how to create an account
- 2** SEE all of your recent and planned Book Fairs. Just click on the one you wish to update e.g. **Autumn 2014 Book Fair**
- 3** CLICK the green **online cash report** button to get started. Enter your Book Fair takings and value of any free books already taken from the cases
- 4** CHOOSE how you would like to pay: online bank transfer, credit/debit card or invoice
- 5** PRINT the completed form, post to Scholastic and start spending your Rewards straight away*



CREATING AN ACCOUNT IS EASY

1. GO to **www.bookfairs.scholastic.co.uk** and click **Register** in the Log in section
2. ENTER your email address and choose a password, then click the **create account** button
3. SEARCH for your school and enter your Fair ID, which you will find on any recent letters from us
4. ENTER your Organiser Toolkit where you can complete your cash report form, download free resources, spend your Rewards online, start a We Are Writers book and lots more*



Browsing wishlists



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Fill in your Book Fair favourites!



Name: _____ Class: _____

My favourite book is: _____

I like it because: _____

£: _____

Some other books I like are: _____

£: _____

£: _____

Dear Parents: There's no obligation to buy the books listed here but any purchases you do make will help to earn free books and resources for our school.



 SCHOLASTIC

Fill in your Book Fair favourites!



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Earn bonus rewards and
exclusive discounts
with our new

VIP
PROGRAMME

We've got some exciting news. We've just launched our brand new Scholastic schools VIP programme, and as one of our most valued customers we wanted you to be one of the first to know about it.

Being a Scholastic VIP is a way for us to say thank you to schools for putting reading at the heart of all that you do. At Scholastic, we know that kids who read succeed, and that creating excitement around books and fostering a love of reading for pleasure supports achievement both at school and in later life.



**NURSERY
EDUCATION**

**CHILD
EDUCATION**

**LR LEARNING
RESOURCES®**

Our VIP programme offers schools and parents a fantastic range of discounts, giveaways, competitions and exclusive offers from both Scholastic and carefully selected partners. As an extra thank you, once you qualify for our VIP programme, we'll give you an additional £20 worth of rewards to spend on books or resources for your school.

To find out more visit our VIP website at the address below.
We look forward to welcoming you soon.

www.scholastic.co.uk/VIP