

 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.ie/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 1800 272 321

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.ie

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

- Set your goals pg 3

Recruitment

- Recruit volunteers pg 4

Excitement

- Download the free resource pack pg 5
- Run a competition pg 5
- Set up class browsing pg 5

Advertising

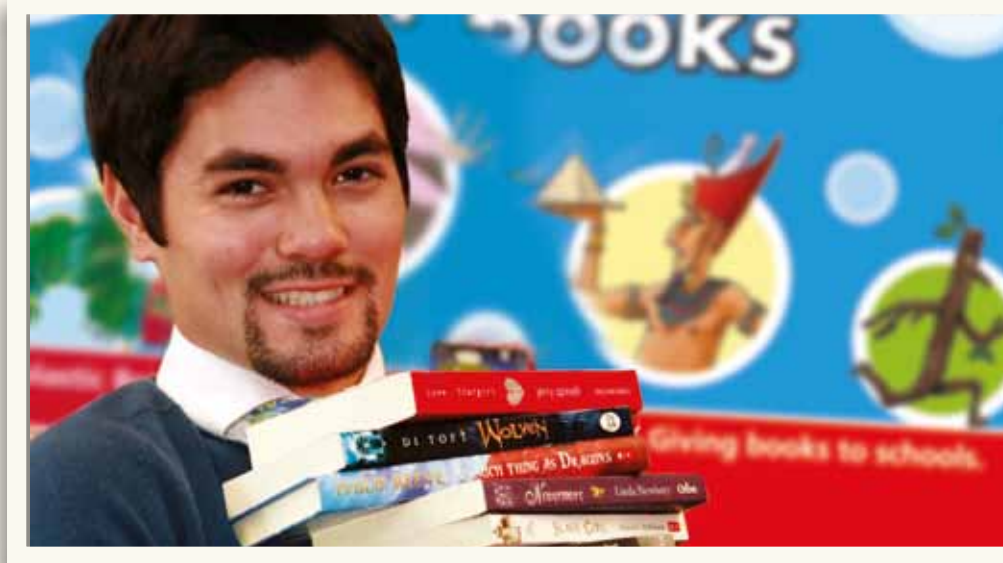
- Your Planning Kit pg 6
- Setting up pg 6

Tools

- Cash desk checklist pg 7
- Complete your cash report online pg 7
- Pack up and pay checklist pg 8



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 the Parents' Association 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 7%?*



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 class

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



*When compared to previous year's Book Fair takings; 2011/12 survey of 10,788 Book Fairs, July 2012.

[†]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

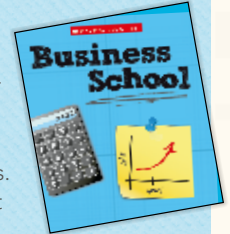
Start three to four weeks before your Book Fair

- 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

BUSINESS SCHOOL

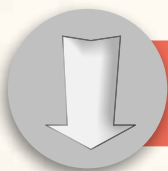
Let your pupils run your Book Fair as a business. Find out more at

bookfairs.scholastic.ie/business_school



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.ie/free_resources

Create excitement



Build excitement and boost attendance by making your Book Fair a spectacle. Run competitions or have a fancy dress day and get everyone involved in the fun.

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.

- Creative classroom activities
- Competition ideas
- €40 worth of competition prize vouchers
- Browsing wishlists and last copy bookmarks

PRIZE ALLOWANCE

Run a competition to promote your Book Fair and you are entitled to **€40 worth of books** from the bookcases to use as prizes. Find the prize allowance vouchers in the free resource pack.



Let browsing begin

Encourage pupils to browse the books by creating a browsing timetable. Start signing up classes one week before your Book Fair arrives.

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.



Download the free resource pack and browsing wishlists from the **Excitement** area at www.bookfairs.scholastic.ie/free_resources



Spread the word



Use letters, leaflets and posters to grab everyone's attention in the lead up to the Book Fair. **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 to build a buzz

3 WEEKS BEFORE YOUR FAIR

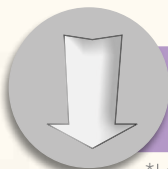
Look out for the leaflets in your **Planning Kit** for a showcase of the very best books plus activities and competitions.*



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
- 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



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

*Leaflets available whilst stock lasts.

Time-saving tips



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. When you're done, complete your cash report form and claim **Scholastic Rewards** online.

Cash desk checklist

Here are some items that might come in handy:

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

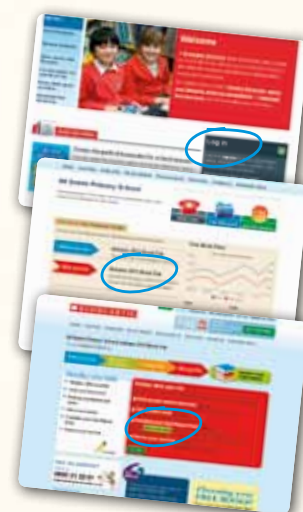
DON'T FORGET

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

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, it's easy 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



Create an account now by clicking Register in the Log in section at www.bookfairs.scholastic.ie



Earn bonus rewards and
exclusive discounts
with our new

The logo features the word 'VIP' in large, bold, blue letters with a white outline, set within a blue oval. Above the oval is a small 'scholastic' logo. Below the oval, the word 'PROGRAMME' is written in a smaller, blue, sans-serif font.

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.



The Nursery Education logo, featuring the words 'NURSERY' and 'EDUCATION' in pink, bold, sans-serif letters, with a yellow star to the left.

The Child Education logo, featuring the words 'CHILD' and 'EDUCATION' in blue, bold, sans-serif letters.

The Learning Resources logo, featuring a blue cube icon with 'LR' inside, followed by the words 'LEARNING RESOURCES' in blue, bold, sans-serif letters, with a yellow star to the right.

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 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.ie/VIP