

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 0800 212 281

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.co.uk

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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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 more parents and school staff 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.co.uk

*This does not apply to all Fairs

- ▼ **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.co.uk



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
- REVEAL the goal's progress in assembly

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
- SEND a letter to parents
- 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 |

NEW



▲ Download volunteer recruitment posters and letters at bookfairs.scholastic.co.uk

WHO TO ASK

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

- Use our theme
- Fancy dress day
- Prize raffle
- Design a Book Fair poster contest
- Hire a character costume*
- Arrange an author visit*
- Download Book Talks from your Organiser Toolkit

* Talk to your Co-ordinator for more details

CLAIM YOUR FREE £25 VOUCHER



1. If you run a competition, you can claim a £25 voucher to use for prizes
2. Before your Fair, go to bookfairs.scholastic.co.uk
3. Log into your Organiser Toolkit with your email, password and Fair ID*
4. Click on the £25 voucher logo
5. Download and print your voucher

*If you are a new user, it's easy to create an account. Just follow step 1 above then click Register. You'll be asked to create a password and enter your email, school name and Fair ID, which you'll find on any recent letters.

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** CLAIM free £25 voucher online to use for prizes
- 2** USE our 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 vouchers as prizes (please return used vouchers to us afterwards)
- 5** SEND us entries after your Fair for the chance to win fantastic prizes

For our latest theme, competitions and downloadable entry forms, visit bookfairs.scholastic.co.uk/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 a parent letter 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

ONLINE GIFT VOUCHERS



▲ Parents can't make it to the Fair? Let them know about online Gift Vouchers!

- Simple, secure payment method
- Safer for child to carry than cash
- Great way to ensure children don't miss out
- Monitor voucher sales in your Organiser Toolkit

bookfairs.scholastic.co.uk/parents



▲ 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 0800 212 281

*This does not apply to all Fairs



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 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 4pm the day before your Fair's collected and we'll deliver any orders the next 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: 0800 212 281

Fax: 01926 817 727

Email: bookfairs@scholastic.co.uk

Web: bookfairs.scholastic.co.uk

 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 **0800 212 281** or visit wearewriters.com

"Easily one of the most rewarding projects I have done in my teaching career."

Eleanor Foster, Y6 teacher