

NEW
2012/13

Book Fair Planner



 **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 0800 212 281

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.co.uk

PROGRAMMES

Business School

Competitions

Activity wishlists

THEME

We Are Writers

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



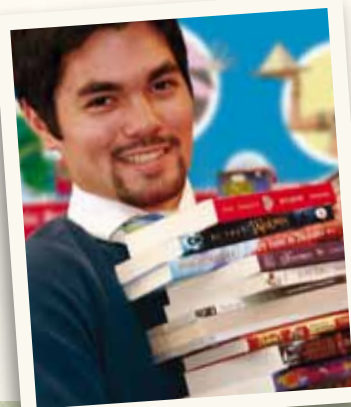
▲ **New Scholastic Schools Catalogue!**
Browse the catalogue or our website and set your sights on the resources you'd like* shop.scholastic.co.uk

*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 Planning Kit or download at bookfairs.scholastic.co.uk

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 8%?†



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

† Compared to previous year's Fair; 2011/12 survey of 10,765 Book Fairs, July 2012

Recruit volunteers



Finding volunteers willing to help you achieve your goals is key. Ask parents and school staff to lend a hand or enlist pupils by running Business School.

Run Business School

Business School is a free, curriculum-linked resource that lets your pupils run your Book Fair as an enterprise scheme. Ideal for year 5 and 6 pupils, it allows them to:

- PLAN, promote and run your Book Fair as a business
- APPLY for jobs, create CVs and attend interviews
- PRACTISE entrepreneurial skills and gain confidence
- LEARN about the world of work in the safe environment of your school
- ACHIEVE curriculum targets in maths, English and P.S.H.E.
- DEVELOP a personal investment in your Book Fair and engage more with reading and books



GETTING STARTED

Find all of the resources you'll need at bookfairs.scholastic.co.uk. You can download tips, timelines and checklists to help run Business School before, during and after your Book Fair.

Call 0800 212 281 for more Business School tips and advice.



"The pupils love the opportunity to take ownership of the project and get really excited beforehand. They are more enthusiastic when other children have organised things."
Miss O'Neill, Cookenzie 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, aged 10, Latchford St James School

FINDING HELP

- PUT up volunteer recruitment posters at the school entrance
- REQUEST volunteers in your school newsletter
- PLACE a recruitment notice in the staff room
- ASK teachers to recommend pupils



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

WHO TO ASK

- Headteacher
- Teachers, staff and pupils
- Parents, guardians and grandparents
- PTA and school clubs

JOBS FOR VOLUNTEERS

- BRAINSTORM ideas
- SET up the bookcases
- PUT up posters
- DECORATE the Fair
- RUN the cash desk
- UPDATE the goal chart
- TIDY up the bookcases
- PACK up after the Fair



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 2 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!

Hold a competition

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

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 sbfcompetitions@scholastic.co.uk. Your picture will be featured in the online gallery and the best entry will **win £250 worth of art and craft resources** for their school.

For full details, visit bookfairs.scholastic.co.uk/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 assembly
- 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

ONLINE GIFT VOUCHERS



▲ Promote easy-to-use online Gift Vouchers

- Ideal for parents who can't make it to the Fair
- Simple, secure payment method
- Safer to carry than cash
- Printable voucher emailed for use at Fair
- Monitor voucher sales in your Organiser Toolkit

bookfairs.scholastic.co.uk/parents

CASH DESK CHECKLIST

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



▲ 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



▲ **Engage and inspire**
Use our free Book Talks to create classroom discussion about new and classic books.
bookfairs.scholastic.co.uk

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 6%?*

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 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 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

*This does not apply to all Fairs

 SCHOLASTIC
BOOK FAIRS

Freephone: 0800 212 281

Fax: 01926 817 727
Email: bookfairs@scholastic.co.uk
Web: bookfairs.scholastic.co.uk



"It was really good seeing my chapter
in a REAL book ... it gave me hope that
I could be a professional writer."

Year 6 pupil



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