

SCHOLASTIC

Book Fairs

Organiser's Guide



Everything you
need to run your
Book Fair

HOW-TO VIDEOS

Watch our quick and easy videos for essential information on how to run your Book Fair at

www.bookfairs.scholastic.ie/videos



SPREAD THE NEWS

Need some tips on advertising your Book Fair to parents using social media? We've got it sorted with ready-made resources and advice in our new, snappy beginner's guide at

www.bookfairs.scholastic.ie/social

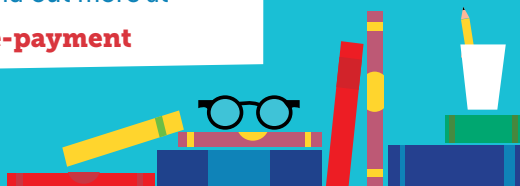
SECURE PAYMENT FOR PARENTS

We've made it easier for parents to pay by card at your Book Fair with our Phone Payments service. It's simple, safe and means you don't have to handle cash. Find out more at

www.bookfairs.scholastic.ie/phone-payment

3 easy steps

Look inside for tips on how to prepare for, run and pack up your Book Fair



1. Prepare for your Book Fair

Watch videos at www.bookfairs.scholastic.ie/videos

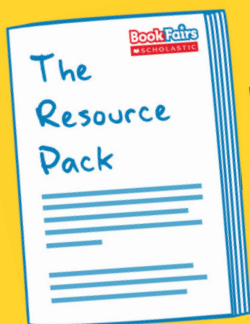
YOUR BOOK FAIR KIT

Inside you'll find:

- Leaflets for every child, showcasing exciting new books
- Posters and arrows to advertise your Book Fair around school
- A goal chart to set and share your Book Fair goals with parents, teachers and children



▶ Watch our video now!



▶ Watch our video now!

THE RESOURCE PACK

Download and you'll find:

- €35 worth of free vouchers for prizes if you run a competition
- Lesson plans and activities to improve literacy skills in the classroom
- Ideas for making your Book Fair a special, whole school event (fancy dress is always a winner!)

Find online at www.bookfairs.scholastic.ie/free_resources

THE BOOK RANGE

- Unveil the new books in class or assembly by playing our book range videos and slideshows



▶ Watch our new video now!

RECRUITMENT

Many hands make light work

- Ask for helpers using volunteer letters (Find in the Resource Pack)
- Let pupils run your Book Fair as an enterprise project with **Book Fair Takeover** – a great opportunity to develop real-world skills



Have a G.R.E.A.T. Book Fair with...

2. Run your Book Fair



▶ Watch our video now!

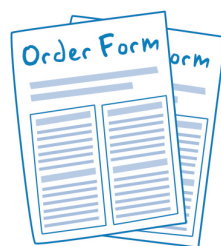
OPENING TIME

Make sure you:

- Set up shop as soon as your Book Fair arrives. Watch our 'Set up in 30 seconds' video for tips
- Prepare a cash desk including a float with small change, pens, a calculator and an Order Form (Find in your Book Fair Kit or online)
- Put up your directional arrows and the outdoor banner (if supplied)

ORDERING BOOKS

- Ensure every child gets the book they want with an Order Form (Find in your Book Fair Kit or online)
- Use to order extra copies and to spend your Rewards
 - Use last copy bookmarks to keep track of bestselling books (Find in the Resource Pack)



CLASS BROWSING

- Create a browsing timetable, with a slot for each class during the day
- Print browsing wishlists for all children and encourage them to fill in their favourites (Find in the Resource Pack)

SHARE YOUR BOOK FAIR

- We love hearing about the excitement that a Book Fair creates, so show us (and everyone) the best moments from your Book Fair by sharing it on social media!
- Advertise your Scholastic Book Fair to children and parents before the event, or show us your best Book Fair moments afterwards! It could be book reviews, photos of your Book Fair in full flow or celebratory snaps of the new books and resources that you've bought using your Rewards.
- Make sure to tag us on Twitter [@ScholasticUKTch](#), Facebook at [Scholastic UK Teachers](#) or Instagram at [Scholastic_UK!](#)

For tips and tricks on sharing your Book Fair on social media, go to www.bookfairs.scholastic.co.uk/social



3. Pack up and pay

PAY AND CLAIM REWARDS ONLINE

It's now quicker and easier to pay for your Book Fair and claim your Rewards online – and all of the calculations are done for you!*

- There is no longer a paper Cash Report Form in your Book Fair Kit, so head to www.bookfairs.scholastic.ie
- Log in to your account or create a new one (You'll need a recent letter or email with your account number on from us to do this)
- Click on the Book Fair you want to pay for, then the 'Cash Report Form' link and follow the instructions
- Choose to pay by online bank transfer, credit/debit card, cheque or invoice
- Print the completed form, post to Scholastic and claim your earned Rewards instantly*



WRAP-UP CHECKLIST

- Place all customer orders
- Complete your Cash Report Form online
- Choose books from the cases with your earned Rewards*
- Pack up the bookcases including any unsold books and boxes
- Make payment within 10 days
- Thank your helpers and let everyone know how many free books they helped to earn
- Call us to arrange your next Book Fair and keep that reading excitement going



*Rewards terms and conditions apply.

CONTACT US

Your personal Book Fair Co-ordinator is on hand, Monday to Friday, to help with any enquiries.

Freephone: 1800 272 321
Email: bookfairs@scholastic.ie
Post: Scholastic Book Fairs,
Unit 89E Lagan Road,
Dublin Industrial Estate,
Glasnevin, Dublin 11

