

BOOK FAIR ORGANISER GUIDE



Earn
**FREE
BOOKS**
for your
school!

Find out how to run your
Scholastic Book Fair!

Create a fantastic reading event and
earn **FREE BOOKS** for your school!



bookfairs.scholastic.co.uk

Welcome to Scholastic Book Fairs!

Offering you the chance to create a fantastic school-wide event, a Scholastic Book Fair gets children excited about books and helps them to discover a lifelong love of reading.



All about the books!

A Scholastic Book Fair brings a magnificent array of the very best books to your school. That means over **200 top children's titles** from **over fifty publishers**, carefully chosen to reflect all tastes and abilities. With books from **only £2.99** plus **exclusive books** that you won't find anywhere else, there's sure to be something for everyone!



Free books for your school!

Our generous commission scheme rewards you for getting more books into children's hands. Every book sold at your Book Fair helps towards getting free books and resources for your school.



A fun event for all the family!

From safari and space to pirates and pyramids, we regularly choose different themes for our Book Fairs, giving you the opportunity to inspire children and involve parents with fancy dress days, competitions and reading events. You can find out about our latest theme online.



Get started!

Just follow the simple steps in this guide and your Book Fair is sure to be a success!



Thank you for booking your Scholastic Book Fair!
We hope you enjoy every moment!

Here's how to contact us...

Freephone: 0800 21 22 81
Email: bookfairs@scholastic.co.uk
Web: bookfairs.scholastic.co.uk

At **Scholastic Book Fairs**, we make a commitment to support you at every step to ensure you get the most out of your Book Fair.

Here are some of the **FREE** services we provide:

Your very own Book Fair Co-ordinator

Personal assistance is on hand, Monday to Friday, to offer you advice and answer any questions you may have about running your Fair.



Call us on **0800 21 22 81**

The Big Red Box

The Big Red Box contains invitations, posters, arrows, stickers and more – a treasure trove to help you run your Fair.



Sent to you **3 weeks** before your Fair

Activity Sheets

Our activity sheets are ideal for getting children inspired by books and excited about the Fair. If you return completed sheets, you could win prizes in our competitions.



Find in your **Big Red Box**

Online Resources

Find a wealth of invaluable resources including Book Talks, colouring-in sheets, fancy dress ideas, activity suggestions and more. You can also register on our Organiser Toolkit, which makes running a Fair as effortless as possible.



Visit bookfairs.scholastic.co.uk

We Are Writers

Now every child can be an author, published in your school's very own book! Only available with Scholastic, We Are Writers is simple, fun and free to take part.



Use to **raise funds** for your school

Second Book Fair Range

If you've already had one Fair this school year, you can now have another with a second book range that is guaranteed to be 80% different.



Over **200** new titles!

Earn **FREE BOOKS** for your school!

1. Tell everyone



The key to a successful Book Fair is making sure children, parents and grandparents come. Get everyone exploring the bookcases and your Fair will flourish!

- **Send the invitations home to parents.** You'll find ready-made invitations in your **Big Red Box**. Send them home with a letter a week or so before your Fair to give parents and children a taster of what's to come.
- **Put up the posters around your school.** Make sure everyone knows where and when your Fair will be held. Use the posters in your Big Red Box or get pupils to make more.
- **Hold special assemblies and reading events.** Build up anticipation by counting down the days until the Fair arrives in assembly or class. Get children thinking about their favourite books by reading extracts and holding book discussions – our book talk notes can be found online.
- **Recruit volunteers to help.** Ask pupils, parents and school staff to lend a hand running the Fair. Many hands make light work!



Tip! Your Big Red Box will arrive about 3 weeks before your Fair. It contains posters to advertise your Fair, invitations and a photocopyable letter to send home.

You tell us

‘We made sure that parents knew what an exciting time the children were going to have by sending home an advance letter outlining all the events and competitions. Children were also involved in publicity by designing and making posters.’

**Jean McKinnon,
Bridge of Allan School**

‘We put a notice in our school newsletter asking for help from parents and grandparents and got a great response.’

**Mrs Jones,
Middle Park Primary School**

Find it online...

Find a downloadable letter you can personalise and send with your invitations.

bookfairs.scholastic.co.uk



2. Make it a special event



You tell us

Attract pupils and parents with an eye-catching Book Fair! From decorations to displays, there are lots of fun ways to get everyone involved!

- **Put up the banner and arrows.** We aim to send a reusable banner with every Fair. Put it up outside the school so everyone knows that the Fair is on!
- **Open up your bookcases.** Don't forget to pull up the boards on the back for an instant display. Why not showcase some favourite books on top of each case too?
- **Decorate your Book Fair.** It's time to get creative! Balloons, ribbons, artwork and book displays will all help to bring your Fair to life.
- **Hold a fancy dress day.** Use our theme to have a fun, fancy dress day, or choose your own theme such as favourite children's book characters.

‘We had a dressing up day, which was great fun. It encouraged everyone to read more books about all the characters they saw.’

**Michelle Knight,
Somers Park Primary School**

‘A week before the Book Fair arrives we create a central display to start raising anticipation. We've learned over the years that a themed touchy-feely 3-D display works best.’

**Deanne Whitfield,
Tarvin County Primary School**



Tip! We give you a ready-made theme for every Fair. Use the themed materials in your Big Red Box and go online for more inspiration and ideas for making your own themes.

Find it online...



Find **FREE** downloadables full of inspiring tips for fancy dress days!
bookfairs.scholastic.co.uk



It's even more fun when everybody dresses up!

Earn FREE BOOKS for your school!



3. Explore the books

The more your pupils browse the books and delve into the stories, the more likely they are to find the perfect one for them!

- **Arrange class-by-class browsing.** Organise a quiet time for children to explore the books during the school day – about 20 minutes per class is best – and ask them to make a wishlist of the books they most want to read. You'll find stickers to reward little explorers in your Big Red Box.
- **Run a competition with books as prizes.** Whether it's designing a book cover, writing a book review or dressing up, children love competitions. Register online for £25 worth of free book vouchers to use as prizes.
- **Use the book-themed activity sheets.** Full of fun puzzles, the activity sheets are perfect for engaging children with the books on the Fair. You'll find them in your Big Red Box.
- **Order more of your bestsellers.** Don't run out of that must-have book! Call us for free on 0800 21 22 81 by 4pm the day before your Fair is collected and our driver will personally deliver more.

You tell us

‘For our spring Fair, we introduced class-by-class browsing and opened it on parents’ evening. Our takings increased by £119! The extra commission definitely came in handy for replenishing our library stock.’

**Karen Griffin,
Coten End Primary School**

Find it online...

Get **£25 worth of FREE BOOKS** for prizes when you register online before your Fair!

bookfairs.scholastic.co.uk



Tip! Run your Book Fair to coincide with parents’ evening so that parents can join in the fun and reward their children.

4. Pack up and pay

Once your Book Fair is over, there will be a bit of tidying up to do – and lots of free books for your school!

- **Take books from the shelves as commission.** As soon as you've made enough sales, you can start taking books from the cases as part of your commission. Just let us know the value of the books you choose.
- **Pack up your banner and cases.** One of our friendly drivers will be along to collect the reusable banner, cases and any boxes.
- **Fill out your Cash Report form.** Try doing it online – it's the quickest, easiest way to work out your commission.
- **Plan your next Book Fair.** Call 0800 21 22 81 or register on bookfairs.scholastic.co.uk to choose the dates that best suit your school.



You tell us

‘The online cash report form is very quick and simple to use – I will always use it from now on!’

Sian Davies,
St Peter's Primary School

Find it online...

You'll find the online Cash Report form at bookfairs.scholastic.co.uk



CHOOSE YOUR FREE BOOKS!



We'll send any outstanding commission as vouchers which you can spend on books and resources in our extensive Commission Catalogue.

You'll find an even wider range to choose from in our online Commission Shop.



Tip! Order your **FREE BOOKS** in our online Commission Shop and **get FREE P&P.**

commissionshop.scholastic.co.uk

LET'S THINK GREEN!



SCHOLASTIC
LET'S THINK GREEN

- **Cut down on plastic waste** with our canvas book bags. We'll be sending them out with your Fair instead of plastic bags. If you need plastic bags, please request them before your Fair.
- **The reusable banner** can be used again and again. Please return it in its bag with your cases after the Fair.

BUY A BOOK BAG!

Children can pick up a **canvas book bag at the Fair for just £1.** It's the handy, eco-friendly way to carry books home, and can be used again and again! It's also a great way to earn extra commission!



Earn **FREE BOOKS** for your school!

Book Fair planning at a glance

Your **SCHOLASTIC BOOK FAIR** check list

Before your Fair

1. Tell everyone

- Send the invitations home to parents
- Put up the posters around your school
- Hold special assemblies and reading events
- Recruit volunteers to help

Your **Big Red Box** will arrive 3 weeks before your Fair.

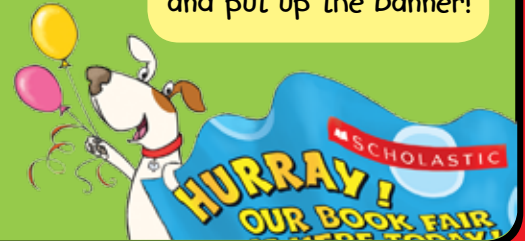


When your Fair arrives

2. Make it a special event

- Put up the banner and arrows
- Open up your bookcases
- Decorate your Book Fair
- Hold a fancy dress day

Pupils can help to create book displays and put up the banner!



At your Fair

3. Explore the books

- Arrange class-by-class browsing
- Run a competition with books as prizes
- Use the book-themed activity sheets
- Order more of your bestsellers – call 0800 21 22 81

£25 worth of FREE BOOKS for prizes when you register online before your Fair!



After your Fair

4. Pack up and pay

- Take books from the shelves as commission
- Pack up your banner and cases
- Fill out your Cash Report form

Go online!

Work out your commission the easy way by using the online Cash Report form at bookfairs.scholastic.co.uk



CHOOSE YOUR FREE BOOKS!

If you have any outstanding commission, we'll give you vouchers to use in our Commission Catalogue or in our online Commission Shop.

FREE P&P when you use your commission online at commissionshop.scholastic.co.uk

