



BOOK FAIR PLANNER

 SCHOLASTIC

Read Every Day. Lead a Better Life.

Welcome!

Whether you are experienced at running Book Fairs or about to host your very first event, we have designed this planner to make your upcoming event easier.

Follow these 5 steps to host a G.R.E.A.T. Fair:

Goals Set your goals **page 1**

Recruitment Recruit volunteers **page 2**

Excitement Decorations, contests & programs **page 3**

Advertising Promote your Fair **page 8**

Tools Tools and ideas **page 9**



Kindle a Love of Reading.

A Book Fair is an exciting time for students. A great selection of new books to choose from and a week packed with reading activities are among the most effective and fun ways to build and reinforce a culture of reading at your school.

Reading is where kids can discover people and places and learn about themselves and the world, while building vocabulary, confidence, and self-esteem. The characters in a book can build character in a student.

Hosting a Book Fair promotes independent reading at school and home. It also provides students access to a wide variety of books, choice in what to read, and family involvement.

A Book Fair is a family event where students and adults join with school communities to celebrate reading.

Thank you for inviting us into your school and promoting our campaign to **Read Every Day. Lead a Better Life.**

 **SCHOLASTIC**

Read Every Day. Lead a Better Life.

1. Goals



Unite your school community with Book Fair goals.

Goals are an exciting way to share your vision and encourage more reading. Set multiple goals based on books read, minutes read, or books sold. You can also create goals for programs like All for Books™, READ 100,000, and Classroom Wish List. Promote them to your school community with a goal chart, letters home, announcements, and on your Book Fair homepage.

Remember, the more exciting your goals are, the more books you'll sell. And that means more funds to help support any of your school's programs or equipment.

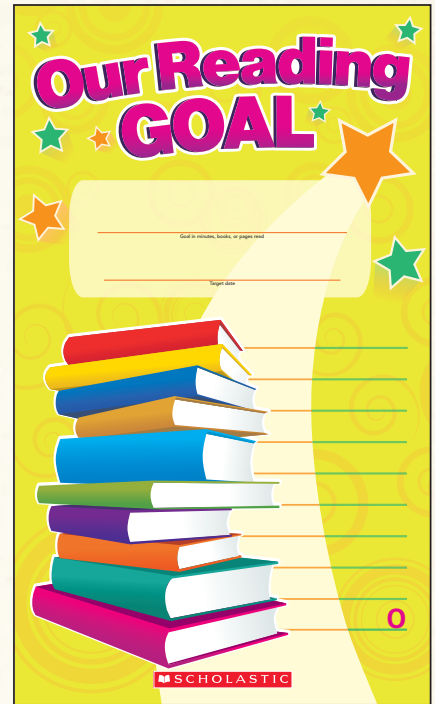
Record your goals here:

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Share your goal with the community.

- DISPLAY a goal chart for everyone to see.
- PLACE an article in your school newsletter to let families know.
- ANNOUNCE the goal and progress via morning PA announcements.
- POST updates on your website.
- ALERT your local newspaper or media outlet with a press release.
- ASK teachers to create or support class contests.



Your promo kit includes a goal chart to help you display your progress.



▲ Create your own over-size goal chart and place outside your Fair.

2. Recruitment

Use a team

Keep everyone on track and give lots of thanks!

- Create a library Facebook page for volunteer recruitment and scheduling.
- Share Book Fair dates and volunteer assignments far in advance, communicating via email, texts, flyers, and reminders.
- Reward volunteers throughout your Book Fair with special refreshments, thank-you notes, and small tokens of appreciation.
- For each shift worked, enter volunteers into a raffle for a "Thank You" gift basket donated by a local business.

Download volunteer recruitment posters and letters from our website www.scholastic.com



A group of dedicated volunteers is the one common denominator that successful and inspiring Fairs across the world share. You'll get more done in less time, while reaping the benefits of a larger pool of talent. Look to parents, grandparents, teachers, and students for help. Also consider local middle school and high school students and college sorority and fraternity members. They appeal to young kids.

Benefits

Increases student and parent interest in your Book Fair and makes the event special for everyone since volunteers with strong ties to your school will naturally take more pride in what they do.

Ideas & Best Practices

Start recruiting volunteers 8–10 weeks before your Fair.

Use them to:

- Add creative flair to signs, decorations, and theme materials.
- Help serve food and refreshments.
- Organize merchandise and displays in event space.
- Set up and pack up Fair.
- Help shoppers of all ages find "just the right" books.
- Help out as cashiers.

Make a list here of jobs to be done:

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Treat volunteer recruitment like a campaign by posting flyers and sign-up sheets around school.

Book Fair Dates:

Start Recruiting (8 weeks prior):

3. Excitement



Reading activities are an excellent springboard for developing a school community reading culture. Initiate contests, book reviews, and challenges during your Fair that your school can continue for a year-round plan of reading. Each activity increases students' reading practice time, which can help build stronger reading skills.

Benefits

Encourages independent reading, leading to reading achievement and success in school; keeps kids practicing continually, producing stronger results.

Ideas & Best Practices

- Ask your instructors to post teacher book recommendations outside their classroom doors.
- Recruit your Junior Crew to write book reviews and hang them in hallways or near the Fair entrance.
- Plan a design-your-own Reading Oasis project where kids draw a picture of and write a short paragraph about their ideal place to kick back with a good book.
- Enlist your Junior Crew and teachers to give booktalks during your Fair and Fair events.

Simple contests can help create Book Fair and reading excitement at your school. Plan ones that are easy to set up and easy to do in your Fair space. They can be Fair- or book-themed. Offer multiple ones at the same time or change them throughout the week.

Benefits

Draws more kids into your Book Fair. Once there, volunteers can help students connect with books they'll love.

Fair Share

Ideas & Stories



Theme Scores Big!

*Jo Ann Ford Elementary School
Georgetown, TX*

This elementary school turned their entire library into a football stadium. For an **All-Star** kick-off party, they welcomed everyone in through an inflatable tunnel while a band and cheerleaders rooted them on.



Candy-Coated Fun at Fair

*McGarity Elementary School
Hiram, GA*

McGarity's **Our Book Fair Is Sweet** theme was a delicious hit. Décor included 3-D cupcakes, candy, lollipops, and 6-foot gingerbread house! Their Family Night featured sundaes and shopping.



Fair Fiesta Sets School Record

Prestonwood Elementary School, Dallas, TX

Prestonwood's **Book Fair Fiesta** was attended by more families than any other Fair in the school's history! Parents and teachers batted giant piñatas stuffed with candy and Fair prizes at a Piñata Party.

Family Events



Ideas & Best Practices

- Ask local businesses for food donations or discounted goods.
- Include Junior Crew member booktalks and a prize raffle for kids who bring a parent.
- Promote your event with emails, flyers, and sandwich boards in the car line.
- Host multiple Morning Events. Try: Muffins for Moms, Donuts for Dads, Coffee for All, Bagels With Books, or Pastries for Parents.
- Plan a crowd-pleasing Pasta Night of dinner, activities, and shopping.
- Invite a food truck to school for a Family Food Truck Night. Enter kids' names into a raffle to have a menu item named after them.
- Double the fun with Girls' Night Out and Guys' Night Out Family Events.



Ask your Junior Crew to share booktalks while volunteers paint fingernails and serve refreshments to moms and daughters at a Girls' Night Out event.



Welcome dads and sons to a Guys' Night Out full of fun activities, mini sports activities like waste-basket basketball, and snacks.

Write your Family Event plans here:

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Grand Events

Welcome a new audience to your Book Fair and boost attendance with a Grand Event. Schedule a time where students and grandparents or other loved ones can share a meaningful activity and shop the Fair.



Benefits

Gives "grand" audience an opportunity to visit the school and be involved in students' lives; helps build home and classroom libraries; is one of the most-attended Fair events at many schools, increasing access to books for students.

Ideas & Best Practices

- Plan your Grand Event as a stand-alone event.
- Send personalized invitations to grands.
- Find volunteers to help with the event.
- Include on your invitations: a menu (if food is being served), times for breakfast or lunch, and time for Book Fair shopping on your invitations.
- Welcome grands with a large banner out front. For a nice touch, decorate any tables you plan to use.
- Stagger grand visits throughout the day or week, grouping by grade levels or classes.
- After the event have students create thank-you notes to their grands.

G – Grandparents

R – Relatives

A – Aunts & Uncles

N – Neighbors

D – Devoted Caregivers

Include this fun acronym explanation in all of your promotions. It will help kids remember who to invite.

Promote your Book Fair to teachers.

A Faculty Sneak Peek gives teachers the opportunity to select books for their Classroom Wish Lists.

Here are some tips to host an effective Faculty Sneak Peek:

Schedule your event.

- Schedule a 45–60 minute preview after setup but before you open your Fair to the public.
- Post the Faculty Sneak Peek poster in the teachers' lounge two weeks prior to the event.
- Create invitations and distribute them to all teachers one week prior to their VIP preview.
- Schedule volunteers to help host the preview.

Prepare for your event.

- Display the Faculty Sneak Peek poster from your Planning Kit.
- Create a Classroom Wish List display.
- Make copies of the Classroom Wish List Book Donation Cards and Gift Certificates.
- Arrange for light refreshments.

Host your event.

- Welcome teachers and offer them light refreshments.
- Explain the Classroom Wish List program and ask teachers to select books and complete their Wish Lists.
- Encourage teachers to identify books they recommend their students read, and then fill out shelf-talkers and place them under selected books on cases or tables.

Use your theme to create an enticing invitation.

Create a themed invitation to a sneak peek and display it in the teachers' lounge. A poster or table-topper is an easy way to remind teachers about the VIP shopping hours set aside for them. Remind teachers that this preview is a great opportunity to identify books they would like to add to classroom libraries through the Classroom Wish List program.



Get your principal involved.

When a principal is excited about the Book Fair, the whole school gets excited too. Both students and parents pay special attention to messages from the principal.

Here are a few ways your principal can help promote reading:

- Send home letters to families inviting them to the Fair.
- Make special PA announcements reminding students about the Fair.
- Participate in contests and stunts to promote attendance and reading goals.
- Encourage teachers to build their classroom libraries through the Classroom Wish List program.
- Create a reading challenge for students. If students read a certain number of books, reward them with an ice cream party or special lunch.
- Deliver a booktalk during morning announcements or in the cafeteria at lunch.

Merchandising



EXCITEMENT

How you merchandise— the presentation of books, displays, and theme decorations— is what attracts shoppers into your Fair and keeps them engaged during their visit. Draw attention to product and displays with decorations and props, without disrupting the natural traffic flow. Then do a walk-through with your volunteers and Junior Crew and make any necessary adjustments.

Benefits

Transforms your school space into a friendly, comfortable, and, most importantly, “shoppable” retail environment.

Ideas & Best Practices

- Move tables and product around until shoppers can move around the Fair comfortably.
- Create ample space without clutter.
- Place signage on tables and throughout, making sure they’re easily visible from all angles.
- Position key displays, like the Classroom Wish List, in prominent areas within the Fair environment.

Tips:

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Themed Tables Create Excitement

*Ford Elementary School
Georgetown, TX*

To build excitement for reading and books, the school decorated tables of books with a sports theme. Each genre of books had its own unique décor to attract the attention of students. To complete the theme, volunteers transformed the library into a sports stadium complete with cheerleaders, ticket booth, and field.



Share your ideas.

We would love to hear from you. Email your Scholastic Sales Representative and share your photos and ideas.

Make your Fair shopper-friendly.

Showcase books and make your Fair a welcoming environment in three simple steps.

Step 1: Add Color

Drape a table cover over each table. To create more display space, place one or more of the empty boxes (that the books came in) on the center of the table, open side down. Cover the boxes with table covers. Go online to www.scholastic.com to download the table sign reproducible. Create signs for the categories you need and attach to a store-bought sign holder.

Step 2: Attract Attention

Place books on the front of a table facing your Fair entrance. Stack large books in the center of the table with smaller stacks on each side. Vary colors between light and dark book covers to create a pyramid effect.

Step 3: Increase Visual Appeal

Place smaller items on the edge of the table, with an eye toward varying shapes, colors, and sizes. Remember that guests shop around tables in all directions. Display merchandise so there is something to catch a shopper's eye from every angle.



Little touches turn shoppers into buyers.

- Make it easy for shoppers to scan the room. Check that table signs are properly marked and matched to the item on display. Extend table signs above the product they represent so it's easy for shoppers to see them from a distance.
- Use your theme to create displays. Tying displays into a local event or activity personalizes your Fair.
- Ask volunteers to wear some form of ID (name tag, T-shirt, apron) so shoppers can spot them. Remind them to smile and greet shoppers. Encourage them to walk people over to displays of books, make recommendations, and thank everyone for visiting.

4. Advertising



◀ Generate word-of-mouth buzz by creating a giant sandwich board for a volunteer to wear in the carpool line.

Strong advertising is the difference between an “OK” Book Fair turnout and an awesome one. Reach out to your different audiences – students, teachers, parents, and community – and use different promotions and messages to target each group. For kids, talk about how the Fair and reading are fun. With adults, emphasize how reading is a student’s key to success in school and beyond. Keep the messages simple, inexpensive, and easy to repeat.

Ideas & Best Practices

- **New! Chalk It Up!** Publicize your Book Fair with sidewalk chalk art at school.
- **New! Walk This Way!** Blaze a trail directly to your Book Fair with colorful duct tape paths in the hallways.
- Spread the word about your Fair early and often through popular **social media networks**.
- Hold a **class poster or door-decorating contest** to come up with creative ways to advertise the Fair.
- Print out **save-the-date** stickers for students’ planners.
- Kick off your Fair week with a **Book Fair Rally** to get kids excited about reading and upcoming Fair events. Include skits, cheers, music, and faculty participation activities.

Fair Share

Ideas & Stories



Character Parade Creates Book Fair Buzz

*Jack D. Johnson Elementary
Southlake, TX*

This school created a huge Book Fair buzz with its book character costume parade. Students and staff dressed as favorite book characters and then participated in a parade for parents and special friends.



QR Codes Captivate Kids

*Wilmington Christian School
Hockessin, DE*

Wilmington introduced technology into their Fair and generated a new enthusiasm for reading among their kids. They used QR Codes on displays promoting the Fair, with embedded booktalks, animated book trailers, and author information.

Other great ideas:

- School Marquee
- School website
- Morning announcements
- Local news
- Phone blasts to parents
- Flyers, emails and letters

5. Tools

Instant advertising in your Planning Kit.

Great advertising uses different media to build excitement. Open your Planning Kit and discover different ways to share your Book Fair message. Your volunteers and Junior Crew can help you put your Planning Kit materials to best use and offer some ingenuity.

Indoor Posters

Fill in the blanks with big, bold, Book Fair details. Make a big impression with one large poster or flip it over to reveal two posters that have the **Read Every Day. Lead a Better Life.** message to share with your school.

Teacher Sneak Peek poster

Hang it up in the teachers' lounge for all to see.

Directional Arrows

Guide Book Fair crowds to your location with strategically placed arrows.

Ideas that work.

Student Wish Lists – Organize a time for children to explore the books during the school day – about 20 minutes per class in the first two days of the Book Fair is best. Ask them to make a wish list of the books they most want to buy from the Fair.

Introduce a Casual Day

– To celebrate and encourage leisure reading, invite your students to wear casual clothes for one day during the Fair.

Depending upon location, International Book Fairs will receive either themed or generic marketing materials.



Save time – go online!



Use our online tools to help manage your Fair and explore the books. Visit www.scholastic.com.

Go online to:

Access decorating ideas – Use coloring handouts and activities to engage children and get them excited about the Fair.

Download support materials – This is where you will find more information on our key programs, including reproducibles for Family Events, Classroom Wish List, and All for Books.

Access the online catalogs.

See product highlights.



Featured Theme: Reading Oasis A Cool Place to Discover Hot Books!



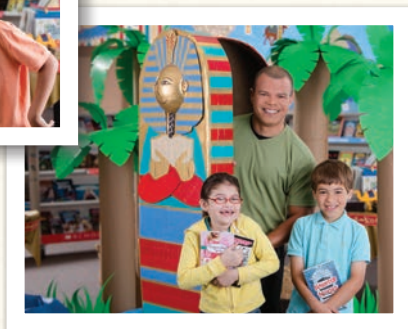
Transform your Fair into a community event with some volunteer help and themed decorations. Make simple props and borrow others to create a memorable Book Fair experience.

Benefits

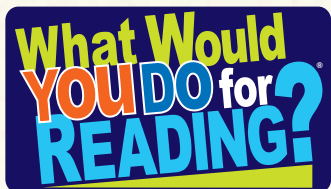
Brings your Fair to life, giving your Book Fair an energetic atmosphere that draws in even more students, parents, and teachers.



◀ Make an out-of-the-ordinary mummy and sarcophagus photo op with a large cardboard box, toilet paper, and paint.



Motivate students.



Kids all over are reading more and having more fun doing it, thanks to fun-loving media specialists, teachers, and principals willing to do whatever it takes to inspire more kids to pick up a book! Set a goal based on reading minutes, books sold at the Fair, or number of books read. Recruit a faculty member to perform a wacky stunt or award kids a special privilege when your school reaches its goal.

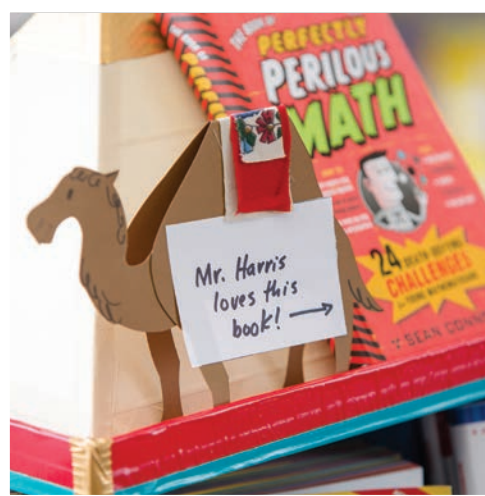
Benefits

Gets kids, including reluctant readers, excited about the Fair and reading; attracts more kids to the Book Fair; and increases reading practice time.

Ideas & Best Practices

- **New!** Deck out faculty members like ancient royalty for an **Egyptian dance**.
- **New!** Recruit teachers to ride plastic tricycles for **"chariot races"**!
- **New!** Pit teachers against students in a fun, action-packed **race or game**.

Reward students when a Fair goal is met by turning your principal into a toilet-paper mummy.



Create teacher-recommendation **camel cutouts**.



Set up a **reading oasis** with bean bag chairs, a small wading pool, and poster-board grass.



Hang from the ceiling homemade or store-bought **danglers**.

My G.R.E.A.T. Plans

FAIR DATES:

1st Fair 2nd Fair

Family Events

GOALS

G

RECRUITMENT

R

EXCITEMENT

E

ADVERTISING

A

TOOLS

T



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Checklist

Follow this timeline and you'll always know what to do and what's next!

Before your Fair

8–10 weeks

- Select your Book Fair dates and reserve a location (gym, library, hallway, etc.).
- Set specific Fair goals.
- Place your Book Fair order.
- Recruit volunteers and assign tasks.
- Decide which family and school events you will use to promote your Fair.

4 weeks

- Confirm dates and times of your Family Event.
- Get volunteers and students involved in creating decorations.
- Advertise your Fair date on the school website.

2 weeks

- Send home to parents a letter with the Fair invite (*download letter from online tools*).
- Hang up around the school handmade banners, promo kit posters, and arrows.
- Put Fair dates on school noticeboard and in the newsletter.
- Complete the Fair goal chart (*from promo kit*) and display at library entrance.
- Receive delivery of books. Check the inventory.

1 week

- Use the school newsletter and send a reminder letter home to remind parents of the Fair.
 - Make daily PA announcements.
 - Set a classroom schedule of times when classes can visit the Fair.
 - Present booktalks to students or show the online booktalks.
 - Send invites to teachers for Sneak Preview day.
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At your Fair

Set up

- Assign tasks to volunteers.
- Work with volunteers to set up tables and table displays.
- Set up cashier table.
- Decorate the Fair to create an exciting atmosphere.

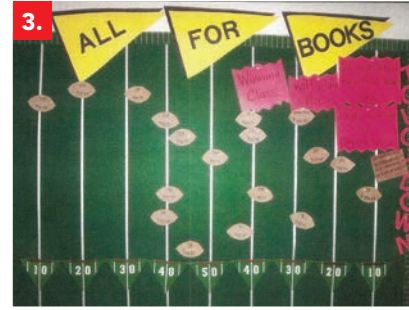
Explore the Books

- Host the Faculty Sneak Peek and conduct student previews.
 - Assist shoppers, tidy merchandise, and place “display copy” on popular sellers.
 - Balance your cash drawer.
 - Update goal chart daily.
 - Celebrate reading with dress-up days, contests, and Family Events.
-

After

After the Book Fair

- Decide how your school will use any remaining inventory.
- Contact Scholastic if you plan to hold a second Fair, and we will provide additional promotional materials.
- Send thank-you notes to volunteers.
- Celebrate your success with your school community!**



Book Fair Inspiration

A big round of applause for all the schools that shared their real-world stories with us for this guidebook. Thank you! And to those schools preparing for a Book Fair, we hope you'll be inspired by their dedication to keeping kids reading more.

1. Would you go bald for reading? Mr. Valencic shaved his head when the 1,000,000 minutes reading goal was met.
Wiley Elementary School, Urbana, IL
2. Schoolchildren pose with their Clifford® piñata.
PLACEHOLDER, City, Mexico
3. Sporty goal chart! And the top homeroom is ... A football field goal chart displayed school's All for Books™ results.
Ingomar Elementary School, Pittsburgh, PA
4. Awesome donation! Students raised \$900 at their garage sale, purchased books, and donated to area schools in need.
Stockwell Place Elementary School, Bossier City, LA
5. Exciting promotion! Volunteer in sandwich board built excitement.
McCormick Elementary School, Mullins, SC
6. Positive props! Kids got charged up over reading at energetic Fair.
Ivy Creek Elementary School, Buford, GA
7. Clever advertising! School promotes reading with classroom poster contest.
Clayton Elementary School, Austin TX
8. Big reading goal! Junior Crew tracked progress on their goal chart.
Overhills Elementary School, Spring Lake, NC
9. Fantastic faculty involvement! Faculty dressed up for themed Book Fair.
Goldthwaite Elementary School, Goldthwaite, TX
10. Would you get stuck up for reading? The assistant principal was duct-taped to a wall when students met their goal.
Union Elementary School, Temple, GA



Scholastic International Customer Service
Phone: (646) 330-5288 Fax: (646) 837-7878
Email: intlop@scholastic.com