

# STEP-BY-STEP GUIDE TO PLANNING & RUNNING YOUR BOOK FAIR

A successful fair requires thought, planning and promotion. The harder we work together at it the more successful the fair will be. We will help you in any way we can. Set out below is a step-by-step guide that will help you achieve the goal of running a successful event.

## BOOK A FAIR

Obviously the first step is to book a fair. This can be done by phone, fax, email and won-line. We need some notice to pick and pack your fair and send out promotional material so suggest that you contact us as soon as you have sorted out a date. Keep in mind that if you are wanting to run a fair during the official book week to book early as it is a popular date and while we try to accommodate everyone it does get very busy.

Generally the goal of a book fair is to promote literacy and raise much needed funds and resources for the library / school. To achieve this we need to build anticipation, interest, excitement and most importantly participation. Ideally, a fair should run from Monday - Friday, with the books arriving the week before to give you plenty of time to set up. Our experience is that when a fair is run with a weekend in the middle, for e.g. Wednesday to Wednesday, interest wanes after the Friday as both parents and students forget it is still running the following Monday.

## ANTICIPATION AND INTEREST

Start the build up by placing our ready made ads in your school newsletter a couple of weeks before the official start of the fair. We can also provide information on the hot sellers and bargain buys to wet their appetite. Another way to generate interest is to set up a display of books that we will be selling at the fair. This pack of hot sellers can be sent out in time to match the ads for the fair.

## EXCITEMENT

There are many options available to generate excitement at the fair. Here are a couple of tried and tested ideas that always work.

1. Preview Days - Pupils look through book fair in class groups and fill in wish lists.
2. Costume Parade – children dress up as their favourite book character or dress up in accordance with the years theme for book week.
3. Art Competiton – children create a work of art relating to a theme.
4. Colouring in competition – works well with the younger year levels.
5. Grand Parents Day - Great way to get the extended family community involved.
6. Extended Sale Day - e.g. Hold a Sausage Sizzle and encourage parents to attend.

We are more than happy to provide gift vouchers as prizes - see website for more details.

## PARTICIPATION AND PROMOTION

The book fair is just like running a business for a week. To generate sales you need customers! Send invitations to the whole school community. Teachers and all general staff should be invited to attend the fair. Send parents an invitation in the newsletter. Announce the fair dates at a general school assembly. Place the ads in the school newsletter. Place advertising banners and posters around the school – in the office, tuck shop, school billboard etc. It all helps to build an awareness that hopefully turns into sales. Many schools run a special night session for working parents to attend or a 'grandparents day' where they come to the fair, have a cuppa and time permitting might read a book to the grand kids.

# STEP-BY-STEP GUIDE



## THREE WEEKS BEFORE THE FAIR

You will receive the Book Fair Welcome Kit which has everything you need to get started in organising a successful Book Fair.

Please read and follow the instructions of this Step-By-Step time line, you can also print out the additional relevant resources from the download page of our website. Many of the resources have been produced to match this years theme.

## TWO WEEKS BEFORE THE FAIR

### ENLIST SOME HELPERS

If you have a large school population you are going to need help. Parents make great volunteers and they love to get involved in their children's school. Enlist their help in the mornings and afternoons especially with the younger children who may need help choosing books and writing out wish lists. They can also help keep the books tidy and in order.

### SCHOOL NEWSLETTER

Place adverts in school newsletter ([Download A & B](#)) and on the school website.

### ORGANISE THE SPACE

It's a good idea to work out where you are going to hold the fair and if you are having the fair in the library whether or not classes will have to be relocated /or cancelled. There are many other spaces in which to hold the fair, such as the school hall or gym. However the library is the ideal location for obvious reasons.

### RECYCLING

If you are into recycling, send home a note to parents asking to donate bags from the grocery shopping. They come in very handy for the book purchases.

## DOWNLOAD RESOURCES FROM WEBSITE

### Download A - Newsletter Inserts (Small Ads)



### Download B - Newsletter Inserts (Large Ads)



### STEP-BY-STEP GUIDE

#### ONE WEEK BEFORE THE FAIR

- Put Posters up around the school - ([Download Themed Poster C](#))
- Place a notice on the school website
- Confirm volunteer helpers and times they will be needed
- Promote the fair to library classes, preview sample stock - we can supply a box of titles to display in the library.
- Last chance to advertise in the school newsletter and website

#### WHEN THE FAIR ARRIVES

- Advertise on school notice boards - ([Download C and D](#))
- Put up the book fair Arrows around the school - ([Download E](#))
- Announce details on school assembly
- Arrange class preview times - ([Download F](#))

#### SET UP

- Organise tables to display the books
- Set up a payment area
- Organise the volunteers to help unpack and set up the books
- Plug in & test the Eftpos machine

#### PREVIEW

- Move the classes through on a preview day/s
- Each child fills in a wish list to then take home for parent approval - ([Download G](#))

#### SELLING DAYS

Most schools run the buying sessions for an hour before school and an hour after school and perhaps during the lunch hour. This gives the parents a chance to drop by the fair when they are taking their children to school or picking them up. Generally the fair would run from the Monday through to the Friday with the option for the stragglers to make last minute purchases on the following Monday morning before the fair is packed up.

“ BookFair is a huge highlight on our student calendar and is always a massive success. We have used The Book Warehouse Book Fairs for over 10 years because they provide an excellent service. They willingly adjust the stock selection to cater for the needs of our school and are prompt in supplying reorders. I am very happy to work with Sean and his team and would recommend them to any school. ”

Cath Roche - Teacher/Librarian  
Inrside State School

#### DOWNLOAD RESOURCES FROM WEBSITE

Download C -  
Poster -  
2019 Theme



Annual Theme



Easter Theme



Christmas Theme



Download D -  
Poster - Opening Times



Download E - Directional Arrows  
Download F - Classroom Schedule



Download G -  
Top 5 Wish List



### STEP-BY-STEP GUIDE

- Free bookmarks are provided to give out to the students. There is a drawing on the back of the bookmark that can be coloured in by the students. The bookmarks are delivered on request.
- Colouring-In activity. If you would like to run a competition/activity - ([Download H](#))
- Gift Voucher - If you would like to run a raffle to win the voucher (perhaps \$1 a ticket) - ([Download I](#))
- During the fair it is important to identify best sellers. We are happy to re-supply titles to maximize sales and profits. A useful tool to help facilitate this is the Last Copy Order Forms ([Download J](#)) which is placed in the last copy of popular books. You can then easily identify titles that need to be listed on the Stock Re-Order Form ([Download K](#)) and sent back to us. We will generally re-supply within 24 hours of receiving the list.
- If you are using one of our provided Eftpos machines, please read the operations instructions ([Download L](#)). If there are still problems please call me ASAP. Be sure to attach all transactions to the Cash Record ([Download M](#)) each day.



### FINALISING THE FAIR

Once the book fair is over, there are a few house keeping items to complete.

- Check that all reorders have been placed and supplied
- Fill out the Cash Record ([Download M](#)) and Commission Summary forms ([Download N](#))
- If taking books as commission, choose from the fair or come to the warehouse (when convenient)
- Take down banners, posters etc
- Pack up the books
- Call us for collection of the boxes
- Finalise payment via school office, ( they may require a tax invoice) or direct with us.

### RE-BOOKING

If you are ready to re-book a fair with us, advise the dates in advance.

This can always be fine tuned later:

For any more details or to book your Book Fair contact Sean Berkeley, or visit our website.

The Warehouse 25 Anstey Street, Albion Qld 4010

- Telephone/Fax 07 3862 6177 • Mobile 0419 686 861
- Email [Sean@thebookwarehouse.com.au](mailto:Sean@thebookwarehouse.com.au)

[www.thebookwarehouse.com.au](http://www.thebookwarehouse.com.au)

### DOWNLOAD RESOURCES FROM WEBSITE

[Download H](#) - Colour-In Forms A4



[Download I](#) - Gift Voucher Prize



[Download J](#) - Last Copy Order Forms



[Download K](#) - Stock Re-Order Form



[Download L](#) - Eftpos Instructions



[Download M](#) - Cash Record - (Editable Word Doc)

[Download N](#) - Commission Summary - (Editable Word Doc)

