

G.R.E.A.T. Promotion Ideas

This Promotion Guide is specially designed to take your Book Fair to the next level! It's full of spectacular ideas for students and teachers!

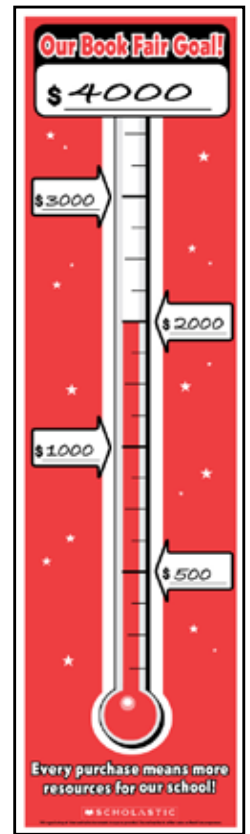
Goals

Determining a Book Fair goal gives everyone something to strive for. As soon as your Planning Kit arrives, locate the Goal Chart provided. Record your goal at the top then display at the school's main entrance for the entire school community to see.

Here are some ways it can be used:

1. If your goal is to exceed past Book Fair sales – write a set dollar amount on the goal chart.
2. If your goal is to have every student in your school purchase a book – record the student enrollment
3. If your goal is to add more books and resources into your library or classrooms – indicate the specific number of books needed on the goal chart.

Also share your Book Fair goal in a letter home to parents, in your school newsletter and on your website. Update your progress during P.A. announcements.



Recruiting

Volunteers are essential to hosting a successful Fair and helping to reach your goal. And while teachers, Principals, family members (parents, grandparents, aunts, uncles, older siblings), and people in your school community can all bring an assortment of skills and expertise to your team, don't forget your students. They are your most readily available and best untapped resource!

A Student Crew can help with:

- creating displays
- developing contests and student activities
- decorating the Book Fair
- assisting with Fair set-up and take-down
- keeping displays neat and organized



AND most importantly getting their peers excited about the awesome books coming to the Fair!

Excitement

Book Fair Highlights DVD

Nothing is more exciting than meeting the authors and illustrators behind the books! Your Planning Kit will include a **FREE Book Fair Highlights DVD** packed with exclusive author and illustrator interviews, and reading endorsements. Use for pre-Fair excitement by showing it in classrooms, media centres, at the main entrance, and running the audio during morning announcements. Play the DVD during the actual Book Fair too!



Booktalk [In-a-Box]

A short book talk is a powerful way to create reading excitement. The **Booktalk [In-a-Box]** includes copies of pre-selected books with in-depth book reviews for each. The program has been expanded online to include Booktalk Scripts, P.A. Announcements, Teacher Writing Prompts, Fun Student Activities and much more! Speak to your Book Fair Consultant to order your Booktalk [In-a-Box] today.

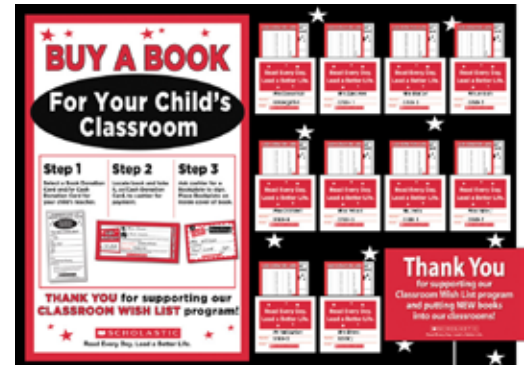
Tip Using a **Student Crew** to perform book talks not only spreads excitement about the upcoming Fair, but students also gain presentation and leadership skills for the future.

Classroom Wish List

The **Classroom Wish List Program** allows you to partner with teachers to help fill classroom libraries with new books and gets parents involved in what their children are reading. Here's how it works:

1. Invite teachers to a "sneak peek" to complete a "wish list" of books they'd like for their classroom library.
2. Have volunteers create a Classroom Wish List display.
3. Send a letter home to parents letting them know every book donated will receive a special bookplate identifying their family or child as the donor.

For full details look for the Classroom Wish List package in your Planning Kit.



Principal Involvement

What is your Principal willing to do for reading? Inform your Principal of your Book Fair goal then together decide on an incentive to motivate kids to read more. Perhaps they will agree to dress in a silly costume for the day, grant a double recess or even be willing to shave their head? Celebrate during an assembly or other event once the goal is reached.

If your Principal isn't able to be part of your literacy goal, simply invite them to visit the Book Fair where their presence will make a BIG difference!

Teacher Involvement

Teachers can add to the excitement by bringing their classes to the Book Fair for student previews and by participating in fun **classroom contests** such as door decorating and reading competitions.

Family Event

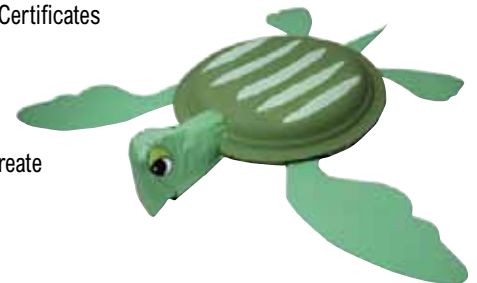
Hosting a **Family Event** gives families the opportunity to celebrate the importance of books and reading together. These events work best when held during other school activities such as BBQs, Meet the Teacher Night and Literacy Week. Use the reproducible poster provided to help promote your Family Event.

Contests

Hold student trivia contests, guessing games and even a themed costume parade. Place Contest Winner Certificates (template provided) under students' chairs or into random lockers to be redeemed at the Fair.

Student Activities

Share reproducible puzzles & activities from this Guide with classroom teachers. Challenge students to create bookmarks, doorknob hangers, and other themed objects. Use these items to help decorate your Fair.



Advertising

Highlights Flyers

We provide age-appropriate Highlights flyers which offer a sneak peek at some of the hundreds of books that will arrive at your school. These include a **Family Event Door Prize ballot** to encourage parents to attend the Book Fair for a chance to win free books. Send these flyers home with students one week before your Fair.

Parent Letters

Attaching a **parent letter** to each Highlights flyer is an effective way to share the details of your Fair, emphasize the Classroom Wish List program, and most importantly, help you communicate your goal. You can find a template online in the Printable Resources section of our Book Fairs' website.



Spread the Word

Place an article in the school **newsletter**, on the **website** and display event dates on the school **marquee**.
Decorate the main **display case** – include Book Fair info, contest details and books from the Fair.

P.A. Skits

Have student volunteers read promotional **skits** provided during morning announcements.

Student Creativity

Ask students to decorate the school's main bulletin board, create Book Fair Promo Posters and after the Fair, make a **Volunteer Thank You Poster** for main drop-off area.



Promotion Allowance

With every Book Fair you host you receive an additional **\$110 in FREE product** from your current Fair to **promote your event**. This includes **\$60 in product** which can be used as prizes for contests or reading incentives. Plus, an additional **\$50 in product** for the door prize if you host a **Family Event** during your Book Fair (\$25 in books for the winning child and another \$25 in books for the child's classroom library).

Promotional Materials Provided

Every Planning Kit includes a **Goal Chart**, multiple **Promotional Posters** and double-sided **Directional Arrows** that you can post throughout your school to advertise your up-coming event and guide visitors to your Fair.



Online Tools

(Printable Resources & Featured Books available at www.scholastic.ca/bookfairs)

Letters & Announcements

We offer an assortment of pre-scripted **letters** created in a format you can download and customize, as well as **P.A. skits** and **decorative borders**.

Forms & Reproducibles

Choose from numerous **forms & reproducibles** designed to support Book Fair operations, programs and initiatives. Examples include: contest ballots, schedules, posters, name badges, Book Donation Cards, Reading Practice Trackers, extra Directional Arrows and Family Event Ballots, etc. We also offer special **Student Crew forms** such as posters, certificates, Book Talk Starter Cards and much more!

Web Art

Each season, we provide new **Web Art** to promote your Fair. You can copy and paste these images to theme your school website, newsletter and letters home and also use enlarged versions to decorate your Fair.

Featured Books

Our website is not only a great resource for online tools but also an excellent hub for product information. Check out our **Featured Books** section – it's buzzing with book reviews, author spotlights, live videos and so much more!

