

Advertising to Students

Grab the attention of students with lots of advertising and promotion.

Get the Word Out

- ❑ Display posters & Directional Arrows throughout school.
- ❑ Send Highlights flyer home with letter* (pg. 20) inviting parents to your Fair.
- ❑ Make PA announcements* before and during Fair using sample skit in Promotion Guide. Or have students write & perform their own.
- ❑ Send students home with colouring sheets* or bookmarks* to remind parents about Fair.
- ❑ Advertise Fair on school computers as screen saver.



Connect Kids to Books

- Show Highlights DVD (Author Video) to students before Fair arrives (library time, school assemblies, during student previews).
- Have students & teachers dress in outfits to match Fair theme. Host a costume parade through halls of school.
- Schedule student previews (pg. 16) & have kids fill out Student Wish Lists* (pg. 26 & on Highlights flyer). Older students can assist younger ones.
- Conduct reading challenges. Reward students who reach goals (i.e. reading a certain number of books, pages or chapters) with prize or chance to shop the Fair first.
- Host a "Get Caught Reading" event. Randomly select students found reading & reward with prizes.
- Post students' name & title of their favourite book on walls around school.
- Share book talks with students or have students perform them to classes or during announcements.
- Ask students to select books they'd like in their classroom (as part of Classroom Wish List program) & give list to their teacher.
- Create word scramble using book titles from Highlights flyer.
- Take photos of students reading & post at Fair. When they purchase a book, they can take picture home.



Poplar Road Jr. Public School, ON



Coledale Public School, ON



Joyceville Public School, ON

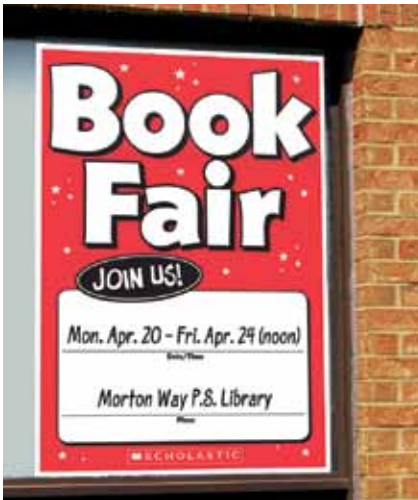


Cedarland Public School, ON



St. Agnes School, ON

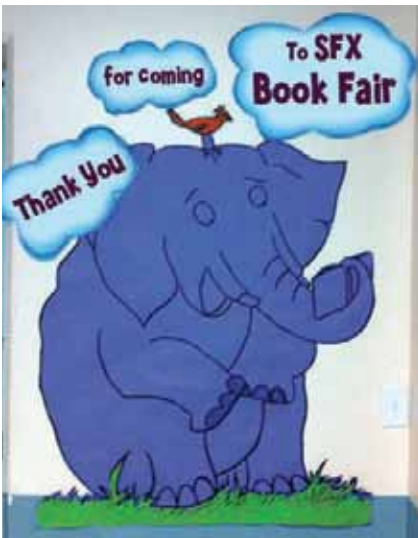
*Available at www.scholastic.ca/bookfairs



Morton Way School, ON



Park Dale School, ON



St. Francis Xavier School, BC



Advertising to Families

Special events, a fun Family night complete with prizes and planned activities give families a reason to visit your Fair.

Ideas That Work

- Display poster with dates & times at school entrance.
- Send letter home* (pg. 20) along with Highlights flyer. Online letter can be customized & printed off on themed or school letterhead.
- Place article in school newsletter & on website.
- Have older students greet parents at drop-off areas dressed in themed costumes.
- Advertise on school marquee.
- Download Family Guide to Reading* and give to parents.



Glad Park Public School, ON

Community Sponsors

Invite local businesses to support your Book Fair by:

- Providing cash donations towards purchases of books for library & classrooms.
- Donating prizes, gift certificates or free services for Family Night draws.

Develop List of Potential Sponsors

- Local businesses that cater to kids & families.
- Businesses owned or operated by students' families.
- Stores in your area – coffee shops, hair salons, restaurants, banks, dry cleaners, grocery stores, movie theatres, etc.
- Vendors that supply to your school (i.e. pizza).

Ask for Donations

- Invite them to be a sponsor – in person & by letter*.
- Ask for donation of any size & explain how it will be used.
- Follow up in person or by phone.

Thank Sponsors

- Mention sponsors in parent letter, school newsletter & website and on posters displayed in school.
- Post list of sponsors at Family Event.
- Send thank you notes, written by students, after Fair.



TIP!

Decorate tree with teachers' Classroom Wish Lists.

*Available at www.scholastic.ca/bookfairs

Family Events

Tie your Book Fair into one or more of these Family Event ideas or school programs.

Family Event Ideas

School Activities

- Meet the Teacher, School BBQ, Welcome to Kindergarten Day, Literacy or Education week.
- Spelling Bee, Science fair, Holiday program, Art or talent show, Family dance.
- Pink Shirt Day — a dedicated day to stand up against bullying & harassment.
- Volunteer Appreciation Day.

Literary Events

- Books 'n Blankets — students wear pajamas, bring their favourite stuffed animal & blanket and enjoy having stories read.
- Book Talk Bonanza — invite older students to share book talks with an audience. Add a prop or two.
- Community Reading Day — host a read-aloud with local professionals (firefighter, police officer, dignitary, sports figure or celebrity) or hold an author reading.
- Family Literacy Day — national, annual event held on January 27th.
- Stop, Drop & Read — Principal announces random time daily when students STOP what they're doing, sit (DROP) where they are & READ a book of their choice for 20 minutes.
- Read-a-thon — school-wide reading event where students record number of pages or books read.

Special Treats

- Schedule a special event & allow families to shop during Fair — Muffins with Mom, Donuts with Dad, Grandparents' Tea, Spaghetti or Pizza Dinner, Coffee Café, Ice Cream or Pie Social.
- Books for Breakfast — serve juice, coffee, fruit & muffins to parents who visit the Fair when dropping their kids off at school.

Themed Events

- I'm Not Going to Get up Today! — everyone wears pajamas to school.
- Mixed-Up Day; Crazy Hat or Socks Day — wear clothes backwards or inside-out, mismatched shoes, wacky hats or socks.
- Parents Only Shopping Event — older students read to young children while parents shop.
- For the Love of Reading — promote books during month of February.
- Multi-Cultural Night — feature activities, maps, costumes, dance, food, music, displays, family photos & props.



Winona Public School, ON



First Avenue Public School, ON



Ideas That Work

Before the Family Event

- Share Book Fair goals with parents.
- Coordinate themed contests & activities*.
- Ask local businesses to donate prizes (p.18).
- Schedule additional volunteers.

During the Family Event

- Set up separate cash & credit card Cashier Tables & have signs to promote each.
- Extend Fair hours.
- Accept credit cards.
- Display Classroom Wish List at Fair front entrance & have volunteer introduce program to parents.
- Set up colouring table or do face painting for children.
- Play looping portion of Highlights DVD (Author Video).
- Have families enter Family Event Draw (pg. 5).
- Have volunteers read to children while parents shop.
- Have draws for prizes (donated by Community Sponsors) throughout night.
- Play lively or theme related music.



Did you know

hosting a Family Night event can possibly double your Fair sales?

*Check out our Promotion Guide at www.scholastic.ca/bookfairs for additional themed Family Event ideas

Dear Parents and Families,

The Scholastic Book Fair is coming to our school! What better way to promote reading to our students than by supporting this important literary event.

We invite your entire family to participate by purchasing the latest and greatest in children's books. Did you know that for every \$10 you spend at the Fair, up to \$6 goes directly back to our school? Your support of this vital literary fundraiser is key to our obtaining new books and resources for our library and classrooms.

You'll find hundreds of quality books at our Book Fair with a wide assortment for all reading levels. Attached is a Book Fair flyer that provides a preview of only a very FEW of the many books available to purchase at our Fair.

The flyer also contains a special Family Event Draw ballot that parents can deposit during our Family Event. You could win \$50 in books – \$25 for your family PLUS \$25 for your child's classroom!

Our classrooms are also in need of more books. We invite you to increase the size of your child's classroom library by purchasing books. Visit our Classroom Wish List display and receive a book donation bookplate when you buy a book.

Don't forget to mark the Book Fair dates on your calendar! We look forward to seeing you during our Scholastic Book Fair and thank you, in advance, for supporting this great literary fundraiser. Mostly, thank you for believing in books and the importance reading has on your child's future.

Sincerely,

Book Fair Chairperson

Book Fair Dates: _____

Times: _____

Location: _____

Family Event Date/Times: _____

We accept cheques made payable to our school. Visa, MasterCard and American Express are welcome too.



Read Every Day. Lead a Better Life.