

# PROMOTIONAL IDEAS

## Want to get everyone to your Book Fair?

Ask your Crew for the best ways to reach friends, family and school staff. Have them write simple but bold Book Fair messages that appeal to these different audiences. Then advertise everywhere – on school walls & website, in newsletters and letters home, over the school PA and TV. The more homemade posters and student-produced commercials and announcements you have, the better!

Take a look at these successful ideas and start planning:

**NEW! Book Fair Blast** – Ask Crew to send Fair text message blasts to friends.

**NEW! Work the Net** – Create a Fair page on your school's social networking site.

**NEW! Book Fair Marks** – Hand out promo bookmarks\* or insert into books when students check them out of library.

**NEW! Wristband Reminder** – Give out paper wristbands reminding students about Fair.

**NEW! Art Talks** – Get kids excited about books featured at Fair. Have art students paint book covers on windows throughout school.

**NEW! Hanging Advertising** – Create mobiles and hang in library and throughout school.

**NEW! Big News** – Wrap large boxes with material and write Fair messages on them. Stack boxes in or near Fair.

**Book Fair Screening** – Set up promotional screensavers on school's computer screens.

**Crew Passes** – Copy Crew Passes\* for Crew members to hand out to family & friends. Award prize to member who has the most passes turned in at Fair.

**Leave a Message** – Record message with dates, times & location of Fair and send out on school's phone tree.

**Book Talks** – Ask Crew to present book talks over PA system, at school assemblies and during Fair.

**Lunch Line** – Place Fair flyers on lunch trays.

**Sandwich Board** – Create sandwich boards and have enthusiastic students wear them during lunch & outside in drop-off areas before & after school.

**This Just In** – Make daily announcements highlighting contests, goal updates & any special Fair events.

**Walking T's** – Colourful, Crew-created t-shirts make eye-catching ads.



\*Online at [www.scholastic.ca/bookfairs](http://www.scholastic.ca/bookfairs)