

# JOIN

Enthusiasm and  
Good Attitude  
are a Must!

# THE

NO EXPERIENCE  
NECESSARY!

# CREW

Help plan and run the best  
**BOOK FAIR**  
our school has ever seen!

If interested, contact \_\_\_\_\_ in \_\_\_\_\_ by \_\_\_\_\_

OR attend a general information meeting on \_\_\_\_\_

at \_\_\_\_\_ in \_\_\_\_\_



Read Every Day. Lead a Better Life.

# GETTING STARTED WITH A CREW

## Attract More Kids! Boost Your Fair Sales! Recruit a Crew!

Use a Student Crew to help you and your adult volunteers plan, promote and even run the Fair.

Kids love helping out and this sense of pride and ownership gets them excited about reading. They'll want their peers and families to see all their hard work while learning leadership and life skills at the same time.

### Recruit Your Crew 4-5 Weeks Before Your Fair

- Create and post Crew Recruitment posters\* (page 2) throughout school.
- Ask teachers for recommendations.
- Solicit student help via PA announcements.
- Hand out Student Crew application forms\* (page 4).
- Conduct interviews using sample interview questions below.
- Assign Crew responsibilities. Choose more mature students to serve as Assistant Managers and Team Leaders.

### Hold Crew Meetings

- Set up meetings before or after school, during lunch or library time.
- Review Crew roles (page 6) and expectations.
- Hand out Student Crew Contract\* (page 5).
- Commit, as a team, to attend ALL planning/status meetings and work cooperatively together.
- Plan your goals, theme, décor, contests & advertising.
- Develop reading and faculty challenges.



## SAMPLE INTERVIEW QUESTIONS

1. Why do you want to be a member of our Student Crew?
2. Tell me about an accomplishment you are proud of.
3. In what ways can you contribute to the success of our Book Fair?
4. If you were asked to perform a task that is not part of your assigned job, how would you respond?
5. How would you react if you were working at the Book Fair and saw someone put an item in his/her pocket or purse without paying for it?
6. How would you handle working alongside someone you did not like?
7. You're working a shift and your friends are talking to you. Suddenly someone comes into the Fair and needs help finding a book. What would you do?

# STUDENT CREW

## Application

Name: \_\_\_\_\_ Grade: \_\_\_\_\_

Homeroom Teacher: \_\_\_\_\_ Phone Number: (\_\_\_\_\_) \_\_\_\_\_

### I am willing to work at the following times:

- Before school       During lunch  
 After school       Periods when I'm free to help: \_\_\_\_\_

Skills and abilities I bring to this position: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

The reasons I would like to volunteer are: \_\_\_\_\_  
\_\_\_\_\_

I am interested in the position of:

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> Assistant Manager | <input type="checkbox"/> Merchandising           | <input type="checkbox"/> Security         |
| <input type="checkbox"/> Team Leader       | <input type="checkbox"/> Advertising & Promotion | <input type="checkbox"/> Photo Journalist |
| <input type="checkbox"/> Customer Support  | <input type="checkbox"/> Tech Support            |   |

This teacher is willing to provide a reference: \_\_\_\_\_

Complete this application and return it to \_\_\_\_\_  
(Book Fair Chairperson)

by \_\_\_\_\_  
(Date)

Student Signature \_\_\_\_\_



**Read Every Day. Lead a Better Life.**

# STUDENT CREW

## Contract

**As a member of my school's Student Crew team, I agree to:**

- Attend and participate in all scheduled meetings about the Book Fair
- Be an active, enthusiastic, and contributing member of the team
- Complete all tasks, assignments, and projects to the best of my ability
- Cooperate, assist, and work with Crew members and customers in a friendly and respectful manner
- Familiarize myself with products, prices, and location of Book Fair items and categories
- Familiarize myself with Book Fair programs, contests, and special events
- Welcome customers to the Book Fair, offer assistance and thank them for their support
- Help keep the Book Fair environment organized, clean, and stocked with products at all times
- Report problems or undesirable behaviors immediately and discreetly to the Chairperson
- Promote reading and the Book Fair whenever and however I can

**In addition, I agree NOT to:**

- Argue with Crew members at any time, especially in front of customers
- Argue with or make fun of customers
- Chat with my friends for more than a couple of minutes when I should be working
- Directly confront anyone suspected of stealing. Instead, I will discreetly inform the Chairperson
- Ignore customers or my fellow Crew members

I, \_\_\_\_\_, agree to conduct myself within the guidelines specified above while on duty as a member of the Student Crew team. Furthermore, I agree to use this experience to learn, teach, and have some fun.

\_\_\_\_\_  
Student Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Book Fair Chairperson Signature

\_\_\_\_\_  
Date



**Read Every Day. Lead a Better Life.**



## CREW ROLES

### A great Crew makes all the difference!

There are so many different kids at your school. From creative to social to student techies, your Crew should reflect your school's diversity. If you have a lot of volunteers, form smaller teams to handle bigger tasks such as advertising and promotions and assign Team Leaders. All Crew members can help with the Fair setup and take-down. Create a Crew identity with t-shirts, name tags or even themed outfits. It will help unify your Crew and shoppers will be able to locate them during your busy Fair.

Here are some specific Crew positions schools have used:

**Assistant Manager** – help recruit other Crew members; coordinate work schedules; delegate & follow up on tasks.

**Team Leaders** – serve as captains of different teams including Advertising, Promotions, Merchandising & Customer Support.

**Theme Volunteers** – develop theme ideas; create décor & plan activities.

**Advertising Specialists** – post Goal Chart & share goal with school community; create posters, signs, PA announcements, commercials & flyers; encourage families to visit Fair; coordinate Highlights DVD viewings.

**Promotion Specialists** – develop contests, giveaways & prizes; coordinate faculty challenges.

**Customer Support Specialists** – invite students to enter contests; welcome guests at Fair entrance; help shoppers locate product; assist with price checks; encourage participation in Classroom Wish List program; take reorders on product.

**Merchandising Specialists** – support theme with props & décor; choose & play theme-appropriate music during Fair; arrange product & signs on tables; create shopper-friendly environment; keep shelves & tables organized.

**Teacher Support Representatives** – ensure teachers are aware of Fair; plan & host Teacher Sneak Peek.

**Tech Support Volunteers** – create Book Fair information screensavers; download reproducibles; develop e-mail & school website campaigns.

**Security Team Volunteers** – circulate throughout Fair, offering assistance while monitoring shoppers & product; coordinate coat & backpack check at Fair entrance.

**Photo Journalists** – document Fair with photographs, videos & notes; create scrapbook, blog or journal to capture memories & lessons learned.