

A-Z Promotional Ideas



Activity Corner – Set up special area for younger children to keep busy while parents shop. Ask volunteer or older students to supervise.



Advertise – Place article in school newsletter and on school website with details about your Book Fair and Family Event. Display Book Fair dates on school marquee.



Artwork – Display student artwork, stories and poetry, contest entries and other creations.



Book Talks – Promote the great product in your Fair with Book Talks! Ask your Consultant for details.



Bulletin Board – Ask creative students to theme bulletin board located in high traffic area.



Class Challenge – Invite classes to decorate their rooms using current theme.



Classroom Wish List – Set up themed display board encouraging teachers and families to participate.



Creativity Contest – Challenge students to create specific themed items – give out prizes for most original entries. Suggestions: bookmarks, dioramas, doorknob hangers, promo posters, craft animals, constructed items.



Family Event Draw – Encourage students to tell their parents about the very popular Family Event Draw! Place ballot box near cashier table during Family Event. \$50 in FREE books to be taken directly from current Book Fair selection, compliments of Scholastic Book Fairs.

(Ballots must be deposited by parents/guardians only, one draw per school per Book Fair)



Goal Chart – Setting a Book Fair goal gives everyone something to work towards. Chart your progress with a simple, themed Goal Chart. After the Fair, announce the results and thank all who helped make it a success.



Guessing Game – Fill a clear container with theme-related items and display for everyone to see. Make contest sign and entry box for students to deposit their guesses.



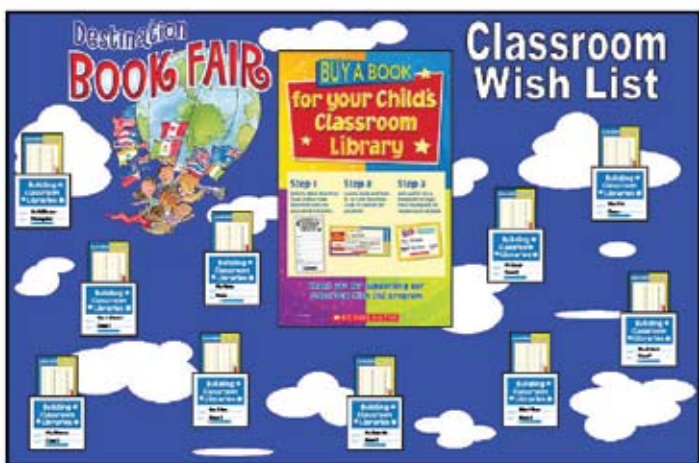
Locker Lottery – Each day, slip Contest Winner Certificates (template provided) into random lockers. Announce winning locker numbers over the P.A. Winners redeem their certificates at the Fair.





Parent Focus – Send Parent Letter and Highlights flyer home with students 1 week before Fair (for sample letter see How-to Guidebook or Printable Resources section of our website at www.scholastic.ca/bookfairs).





Pattern Suggestions – Enlarge patterns provided using photocopier then copy or trace on to poster board.





 **P.A. Skit** – Use morning announcements to promote your Book Fair and Family Event. Ask student volunteers to read skit provided over the P.A. system to get everyone excited.


 **Photo Op** – Encourage parents to bring cameras to Family Event for fun photo op. Set up an area in your Fair where visitors can have their photo taken with themed props and/or characters.

 **Poster Giveaway** – If you display and number one copy of each Poster design being sold, the Display Posters are yours to use as prizes. After your Book Fair, have Principal draw student winners.


 **Promotional Allowance** – Use for promotional purposes (classroom contests, book talks, raffles, student incentives, etc.) Up to \$60 in FREE books to be taken directly from current Book Fair selection, compliments of Scholastic Book Fairs.


 **Promotional Materials** – Display Entrance Poster, Directional Arrows and other Promotional Posters provided throughout school.


 **Reproducibles** – Share puzzles and activity reproducibles provided with classroom teachers for added excitement. Have extra copies available at your Family Event for all to enjoy.

 **Student Crew** – Recruit a Student Crew to help plan, promote, and run your Book Fair. Build relationships with students, unleash their creativity, and teach them responsibility while they help you reach your goals! For details visit www.scholastic.ca/bookfairs/sse



 **Teacher Focus** – Display Sneak Peek Poster (provided) in teachers' lounge to increase Book Fair awareness and encourage Classroom Wish List participation.

 **T-shirts** – Theme with artwork from Printable Resources section of our website. Download and print onto iron-on transfer sheets (available at craft stores).

 **Volunteers** – Provide name badges so Volunteers can be easily recognized at the Fair – see Volunteer Recruitment Poster and Volunteer Name Badges provided.

