R.M. Bacon Elementary School

Scholastic Book Fair

 

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Book Fair Objectives:

The purpose of planning and holding a book fair is to make available quality, current, popular books that “connect kids with books they want to read” at reasonable prices (Scholastic). A Book Fair also involves family, and connects that love of reading throughout the school community. The school library will also benefit by receiving a portion of the revenues to purchase additional books to add to the library collection, bringing those popular books into the hands of children who cannot afford to purchase them at the fair. Overall, it provides motivation for students to select and read books of their choice.

Selling the Idea to Administration:

A successful Book Fair has been held every year for the past eight years. Scholastic provides popular titles that kids love to read. Having a new selection of books will inspire and motivate the students to read more and the revenues that are made from the sale will be used to purchase new books for the library.

Selecting Vendor:

Scholastic will be the vendor of choice. R.M. Bacon School has successfully held Scholastic Book Fairs for the past eight years, and we will continue to strengthen that partnership.

Budget:

No funds are needed to participate in the book fair. All materials are delivered free and unsold items are picked up following the event.

Planning Timeline:

Six weeks Prior to Event:

* Contact the vendor to schedule the event and coordinate mailing of kit materials.   <http://www.scholastic.com/bookfairs/contact/>  The Scholastic kit provides a *How-to Guide* and *Ideas Guidebook* filled with ideas and resources to make the Book Fair a success.
* Also at this time a Webinar Workshop date will be scheduled to learn how to have a successful book fair.  Scholastic also offers an online toolkit that is available the day after the fair is scheduled.  The toolkit provides resources to manage the book fair and download printable materials to enhance the Book Fair experience.
* Make arrangements for the book fair to be held in the library.

Four Weeks Prior to Event:

* Place flyers (A) with the dates and times of event in staff mailboxes as well as request for volunteer letters (B).
* Students will take the same flyer and volunteer request letter home. When volunteers return requests, complete a Volunteer Master Log with names and contact information (H).
* Hang up posters supplied by Scholastic throughout the building.

Two Weeks Prior to Event:

* Send Scholastic supplied brochure home with students.

One Week Prior to Event:

* Send a Book Fair Wish List (C) to the classroom teachers. The lists will be provided during the fair for parents to purchase and donate the books to their child’s classroom teacher.
* Create a Book Fair Volunteer Work Schedule (G).
* A written reminder will be sent to volunteers (D).
* Send a schedule of operating hours to the teachers to plan student visits (E).
* Materials will be delivered by Scholastic.

Friday Prior to Event

* Librarian and volunteer teachers will set up the book fair in the library to be ready to sell on Monday.

Tuesday of the Event

* Send Book Fair reminders home with students (F). It Reminds parents that the Book Fair is open two evenings.

Advertising:

A flyer is prepared and sent home with students announcing that the Book Fair is coming. Scholastic provides pre-made signs to hang throughout the school to advertise the book fair. Also provided are sample brochures that are sent home with the students to advertise for the event and pre-view some of the titles that will be available.

Scheduling:

The book fair will be scheduled in the spring to coincide with the spring concert. There are four days that the fair will be open from 9:00 AM-12:00 PM, and two evenings from 5:00 PM -8:00 PM.

Student Schedule:

Every teacher will be provided a schedule of the days and times the book fair will be open. The teachers will not be given a scheduled time when they may come with their class, but they will be able to send students who have money to spend on any day that the book fair is open.

After School Hours:

The book fair will be open on Tuesday, May 15th from 5:00-8:00 PM while the spring concert is taking place. There will also be an additional parent’s night on Wednesday, May 16th from 5:00-8:00 PM. This will provide parents time to view and select books with their children.

Scheduling Parent/Volunteers:

Once the parents and teachers have replied to volunteer their time, a schedule must be prepared. The book fair will be take place Monday-Thursday. During those days, there will be a 3 hour block of time that the students can attend. Arrangements will be made with the volunteers to cover these times. Also, Tuesday night is the Spring Concert and coverage will also be scheduled from 5:00-8:00 PM on that evening, as well as Parent’s Night on Wednesday from 5:00-8:00.

Change Box:

Scholastic provides a cash register to be used for the book fair.  It makes accepting checks, credit cards, and cash quite easy.  A trusted parent or teacher will be selected to operate the cash register.

Securing Money:

The cash register drawer will be locked in the office daily, after the book fair closes.

Evaluation:

Potential problems that may arise include:

* Shortage of volunteers
* Cash register problems

Works Consulted

"Book Fairs Your Reading Partner." *Scholastic*. Scholastic, Inc., 2012. Web. 12 Mar. 2012.

Lore, Barbara. Personal Interview. 15 Mar. 2012.

Wetz, Juliann. “Ten Easy Steps to Book Fair Success.” *Reading Today* 26.2 (2008): 36. *Academic Search Complete*. Web. 16 Mar. 2012