

# Bedford Falls Book Fairs

## Tips for a Successful Book Fair

**Publicity and Decorations:** Publicizing your upcoming book fair is essential for a successful event. Place the BFBF posters provided in high traffic areas around your school. Notices in school newsletters or e-mails are another way to “get the word out.” Some schools ask students to create their own signs about the book fair –a perfect way to generate excitement about the fair and get parents to attend. Be sure to send BFBF flyers home with each child. Colorful decorations in the book fair area can also increase the excitement and sales. Many schools will choose a theme for the fair and utilize the talents of parents and staff to decorate the area.

**Volunteers:** A great group of volunteers can help improve the book fair experience for everyone. Volunteers help generate excitement about the fair and will be sure to promote it with other families. They are invaluable during set-up, pick-up and especially during sale times. Depending on your school’s rules, they can ring up sales, straighten and restock merchandise, and help students find titles. Depending upon the size of the school and the number of students expected at certain times, we recommend one to four volunteers per shift.

**Teacher Wish Lists:** Many schools arrange for teachers to select titles for their classroom “Wish Lists” before the book fair begins. Often these books are grouped by teacher in baskets or boxes and placed in a high traffic so parents are reminded of this opportunity to support their teachers and make donations. Don’t forget these purchases also count towards your sales totals! Book plates with space to identify the recipient and donor can be found in the credit card box.

**PTA/O Funds:** Your PTA/O allotments go further at the fair! All teachers receive a 10% discount on items they purchase at the fair. Plus these purchases are included in the overall sales totals from which the PTA/O receives back either 25% profit in cash or 40% profit in books.

**Family Events:** Hosting a family event can dramatically increase your sales. Coordinating with other events can further increase attendance. Some typical events include PTA/O meetings, family dinner (pizza, chicken, etc.), science night, literacy night, parent breakfast, sports events, holiday programs, and musical performances, etc.

**Preview Day(s):** Some schools opt to have preview days to allow students to browse the fair, receive their book fair flyer and create wish lists. Some schools also choose to book-talk certain titles to generate additional interest. Additionally, a staff preview allows time for teachers to create their wish lists as noted under Teacher Wish Lists.

**Table ID:** Many schools number their tables, counters, and other display areas to aid in locating student “wish list” titles or directing shoppers to a particular section.

**Security:** The book fair and moneybox should never be left unattended. We suggest small, attractive items such as pens and bookmarks be located near or behind the checkout area. We appreciate your diligence in limiting loss as much as possible.