



Tip Sheet for a Successful Book Fair

1. **Parent Events:** If a parent event can be arranged, sales at the book fair will increase. Some typical events include a family dinner (pizza, chicken, etc.), science night, holiday programs, parent breakfast, sports events, band and orchestra concerts, chorus performances, etc.
2. **Volunteers:** It is crucial to line up enough volunteers to staff the book fair. Not only do volunteers help by ringing up sales, refreshing the merchandise, helping students, and watching for crowd control, they also add excitement to the book fair with their presence. Depending upon the size of the school and the number of students expected at certain times, 2-4 volunteers each shift is usually a minimum number needed to be on hand.
3. **Publicity and decorations:** Publicity about an upcoming fair is essential for a successful book fair. Using the posters provided by Cardinal Lane as well as other signs appropriate for your school helps the entire school community be aware that a Cardinal Lane book fair will be at your school. Notices in school newsletters or e-mails can be used as can school flyers sent home with each child. Each child will also be given a Cardinal Lane flyer highlighting the season's featured titles to take home. Colorful decorations in the book fair area can also increase the excitement and sales. Many schools will choose a theme and use the talents of parents and staff to decorate the area.
4. **Table ID:** Many schools number their tables, counters, and other display areas. The children can record these numbers on their wish lists. This is invaluable in locating items on purchase day.
5. **Security:** The book fair and moneybox should never be left unattended. Small attractive items such as pens and bookmarks need to be at or behind the checkout. We appreciate vigilance by the volunteers in the protection of merchandise.
6. **PTA/PTA funds:** Many school PTA/PTOs give teachers an annual stipend for books and other classroom supplies. Some schools that have used us encourage their teachers to use some of these funds at the book fair. The teacher receives a 10% discount on items they purchase at the fair, and these sales are included in the book fair volume of which the PTA/PTO receives 25%. This is a win-win situation for the school.
7. **Wish Lists:** Many schools arrange for teachers to preview and pull books for teacher "Wish Lists" before the book fair begins. These books are placed in baskets, boxes etc. for parents to select and buy. This saves parents and volunteers' time from hunting for particular titles. Some schools also have the media center select books for its wish list. In essence, the school is winning twice since it gets the book and also a percent of the book price as part of its book fair profit. Many parents are very generous in their support of their school. Book plates are provided to place in the book, identifying the title's donor.