



SCHOLASTIC  
**BOOK FAIR**  
**PLANNING GUIDE**  
2024-2025



**WE ♥ OUR BOOK FAIR HOSTS!**  
**BRING ON THE BOOKJOY!**



# PLANNING *your* FAIR



## The Host Hub: Manage Your Fair Details

Log in to find everything you need to manage your school's upcoming Fair with the NEW Host Hub (formerly the Chairperson's Toolkit).

View all your account-specific information like Fair dates, Scholastic Dollars balance, and Fair wrap-up tools.

**NEW** Review and accept your Book Fair Acknowledgement by confirming your school's information and Fair dates.



**NEW** Customize your school's Book Fair homepage—and share it with the whole school community!



**NEW** Set your school's Book Fair goal online and update it in real time!

is easier than **EVER!** 😊 ✨



## The Learning Lab: Your Step-by-Step Guide!

The Learning Lab is your one-stop shop for Fairs info—no login required. You'll feel like an expert no matter how many Fairs you've hosted.



Browse by topic, watch explainer videos, and check out handy how-to guides.

Get the downloadable resources you need to promote your Fair.




Refer back to helpful checklists to keep on schedule.



Volunteers can easily access resources—no password required!

# Dear **BOOK FAIR HOST,**

We are so excited to help you kick off this year's memory-making Fair. We've got your back every single step of the way! Along with support from your Book Fair Consultant, you'll have everything you need to make this an event to remember. 

Register for a webinar on our website, specially designed for Book Fair Hosts to build skills and make this their best Fair ever!



## *Inside your Kick-off Kit* **YOU'LL FIND:**

### ◆ **BOOKLISTS**

The booklist flyer is bursting with new and bestselling titles to get students and parents excited to shop at the Fair.

### ◆ **HALLWAY POSTERS**

Fill your hallways with colourful posters to let students and parents know that the Scholastic Book Fair is on its way!

### ◆ **GOAL CHART**

Hang the goal chart up at the Fair, track your progress, and see the excitement build!

### ◆ **SCHOLASTIC DOLLARS CATALOGUE\***

Spend your Scholastic Dollars and shop for hundreds of great educational resources, books, furniture, and so much more!

### ◆ **UPDATED CLASSROOM WISH LIST PROGRAM**

Support classroom libraries and ensure students have access to the books they want to read with the Classroom Wish List program!

### ◆ **FAMILY EVENT BALLOTS**

Host a Family Event at your Fair and use the reproducible ballots so families can enter to win prizes!

\*In the Kick-off Kit of first Fairs only.

**NEW**

## **Want a cashless payment option for your Fair?**

No more bills stuffed in backpacks! We have partnered with Mydoh, our preferred cashless payment solution, so students can shop at the Fair without cash. Whether your school is cashless or you just want another payment option for families, we are here to support your Fair.

Learn more about Mydoh



[schol.ca/x/bk](https://schol.ca/x/bk)

# Set Your School's GOAL

## Make your Fair a success for all!

Why are you hosting a Fair? Setting a school goal for your Book Fair is your key to success! Whether your goal is earning more Scholastic Dollars, or getting enough funds to purchase new items for your school, when you know what you're saving for and share it with your school community, you get more support from families to help you reach your goal!

## How do I share my goal?

✦ **NEW** Set your school's goal on your customizable homepage in the Host Hub.

### **TIP**

*Track your progress online during the Fair so families can follow along with you!*

- ✦ Use the Goal Chart in your Kick-off Kit to track your progress towards reaching your goal at the Fair.
- ✦ Send out emails or letters to the school community to let them know how close you are to reaching your goal!
- ✦ Did you reach your earning goal? Did you stock up your school's library? Show the school community what you got at the end of the Fair!



# Build **YOUR TEAM** ✨

Building a Book Fair team can be the best way to make sure that things run smoothly! Think about your favourite parts of Book Fair planning, and where you would benefit from some help!

Match those "to-dos" with your team members to find the right person for every job!



## Where do I need help?

- |   |  |
|---|--|
| <input type="checkbox"/> Set up & take down | <input type="checkbox"/> Cashiers                |
| <input type="checkbox"/> Decorating         | <input type="checkbox"/> Student Reorder support |
| <input type="checkbox"/> Announcements      | <input type="checkbox"/> BookTalks               |
| <input type="checkbox"/> Personal shoppers  | <input type="checkbox"/> Photojournalist         |
| <input type="checkbox"/> Social media posts | <input type="checkbox"/> Videographer            |

## Who can I ask?

- ◆ A Student Crew is your most enthusiastic support!
- ◆ Teachers
- ◆ Parent volunteers



Check out the Student Crew Guide in the Learning Lab for ideas and instructions on how to build a team of Book Fair student volunteers!



[schol.ca/x/aO](https://schol.ca/x/aO)

# Build the **BOOK FAIR BUZZ**



[schol.ca/x/av](https://schol.ca/x/av)

Learn more about promoting your Fair in the Learning Lab!

Talk it up and spread the word! Promoting your school's Fair is key to its success. It's easy! Follow these tips and download the ready-to-use resources.

## **NEW** Share Your Homepage

Your school's Fair comes with its own homepage! It's live and ready to share, or you can customize it with special messages and details about Fair dates, your Book Fair goal, and events.

Share the link with families to promote the Fair.



## Principal Letters

Send home a ready-made letter from your principal to tell families about the Book Fair.

**DREAM BIG** Principals can bring in support for your Book Fair! Invite your principal to greet families or participate in games.

## Host a Teacher Preview

Invite teachers to browse after the Fair is set up. This kids-free sneak peek gives them a chance to choose the books they want to add to their classroom libraries.

## Fair Hype Posts

Tell 'em early, tell 'em often! Share social media reminders across your school's digital channels to keep Fair week front and centre in everyone's mind.



## Promote Family Events

Dial up the Bookjoy for kids, teachers, and families when you host Fair previews, family events, and activities.



## Watch Book Trailers\*

Preview new titles—especially Fair exclusives that you can't find anywhere else—coming to your school's Fair.

[schol.ca/x/a8](https://schol.ca/x/a8)

\*Book trailers are for English Book Fairs only.

# SETTING UP

## WHAT TO DO ONCE YOUR FAIR HAS

### 1 Set Up Your Venue

How you arrange the Fair means everything to your shoppers. The "Open Me First" box includes your essential supplies like signage and order slips to keep your Fair running smoothly.

#### CASE FAIR

You're ready to roll! Organize your cases so they're easy to navigate and fun to shop. Check the side of each case for labels with grade recommendations and book categories! Raise case headers for shopper guidance and extra flair.

#### TABLETOP

Your tables should be front and centre. Use signs and cardboard book easels to create eye-catching tabletop displays. Maximize your space by using boxes to place books at different heights!



### 3 Prepare for Student Reorders

Our Student Reorder process ensures that all your readers get a copy of their next favourite book.

#### TIP

*Place "Order Me" stickers on your final copies to let shoppers know they can place a prepaid order for delivery after the Fair!*



# AN A+ FAIR

## ARRIVED IN YOUR SCHOOL!

Check out our set-up guide in the Learning Lab!



[scholastic.ca/x/ax](https://scholastic.ca/x/ax)

## 2 Set Up the Cashier Table

Help your checkout line move quickly! Set up your cashier's table near the Fair's exit to keep traffic flowing smoothly. Don't forget to showcase popular purchases like posters!

Review the easy-to-use wireless machine for credit card, debit, and Mydoh payments and end-of-day totals. Don't forget to stock your cash box with about \$120 in change (you can never have enough quarters!).

**TIP**

*School supplies are popular last-minute purchases. Hang up the School Supplies Price List to advertise some of our bestselling supplies.*



## 4 Host Preview Events

Your Fair is all set up! Get everybody geared up to shop the Fair by scheduling sneak peeks for teachers and students to create their wishlists. The countdown to opening day is on!

**TIP**

*You can find a classroom schedule to organize your previews in the Learning Lab!*

## 5 The Best Day Has Arrived!

Set up the Classroom Wish List display and have fun bringing the Book Fair ruckus!

**TIP**

*Make sure your Student Crew and volunteers are ready to roll with their assigned jobs!*

# Wrapping Up **YOUR FAIR** and Spending

## 1 Start Your *Worksheet*

Make sure you fill out your Rewards Worksheet to calculate Fair sales, bonuses, and how many Scholastic Dollars you earned!

Log into Online Tools to begin.



[schol.ca/x/8v](https://schol.ca/x/8v)



## 2 Submit *Student Reorders*

Make sure to submit any Student Reorders you received throughout the Fair at least one business day before the trucks arrive.

**TIP**

*Don't forget to save and submit your work once you have filled out this section.*

## 4 Pack Your *Boxes!*

Pack up any remaining books in their boxes to prepare for pickup. Try and use the fewest number of boxes!

## 5 Say Farewell to the *Fair!*

**CASE FAIR**

Close and lock cases, and stack boxes on top. Now, your Fair is ready to be picked up by a driver.

**TABLETOP**

Attach the included return labels to the boxes and contact the courier to arrange a pick up date that's most convenient for you.



# Your SCHOLASTIC DOLLARS

## 3 Select Titles You Want to Keep!

After your Fair, redeem your Scholastic Dollars on your remaining stock to buy books for kids, volunteers, and teachers. No shipping costs or wait time! Add up the total value of books and add it to your Rewards Worksheet.

**TIP**

*Start making your shopping list the day you receive the Fair so you can know what you want to take at the end.*



[schol.ca/x/aN](https://schol.ca/x/aN)

Check out our After the Fair Checklist in the Learning Lab!

## 6 Spend Your Scholastic Dollars!

Once you've finished packing up and wrapping up your Fair, you get to spend your remaining hard-earned Scholastic Dollars on valuable literacy items for your school and classrooms.

- ◆ Shop the 2024–2025 Scholastic Dollars Reward Catalogue for the best from Book Clubs, Scholastic Education, and more! Shop online at [scholastic.ca/bc/digiflyers](https://scholastic.ca/bc/digiflyers).
- ◆ Look through our Promotional Packages Flyer online to discover reusable pieces that build excitement and promote your Fair.
- ◆ Reach out to our Rewards & Redemption Specialist for help in creating a Scholastic Dollars spending plan: [rewards@scholastic.ca](mailto:rewards@scholastic.ca).
- ◆ Learn more about earning and spending your Scholastic Dollars. [scholastic.ca/bookfairs/dollars](https://scholastic.ca/bookfairs/dollars).



# Your 10 essential **TO-DOS** ✓

First time Host? Look no further for your essential Fair to-dos.



[schol.ca/x/at](https://schol.ca/x/at)

Complete checklists are in the Learning Lab!

## BEFORE THE FAIR

- Confirm Fair dates and schedule your planning call.
- Complete your Book Fair Acknowledgement to get the Fair rolling.
- Tell everyone the Fair is coming! Our Promo Guide in the Learning Lab is packed with tips and resources to help you.

## DURING THE FAIR

- Complete Fair set-up. Follow our merchandising guide online for helpful tips.
- Remind families about the Fair and tell them about the family event you've planned.
- Host a Teacher Preview and invite them to to create Classroom Wish Lists.
- Let students browse the Fair and complete their wish lists.

## AFTER THE FAIR

- Redeem your Scholastic Dollars on your remaining stock to buy books for kids, volunteers, and teachers.
- Pack up your Fair and await pick-up.
- Review and submit your Rewards Worksheet in Online Tools.

Spaces fill up fast! Contact your Consultant to book your next Fair at **1-866-234-7319** or **[bookfairs@scholastic.ca](mailto:bookfairs@scholastic.ca)**

# BOOKS BRING US TOGETHER

## BOOK FAIRS

[scholastic.ca/bookfairs](https://scholastic.ca/bookfairs)

## BOOK CLUBS

[scholastic.ca/bookclubs](https://scholastic.ca/bookclubs)

Love the excitement and fun of a Scholastic Book Fair?  
Keep the reading momentum going all year with Book Clubs!