

a timeline that helps you work smarter

Four to Five Weeks Out **6 Most Important Things to Do:**

- ▶ Review this handbook and Book Fair Planning Kit materials
- ▶ Begin recruiting your Crew; conduct your initial meet and greet with your Crew; assign roles
- ▶ Coordinate revenue-boosting programs, such as Classroom Wish List, or Partnership in Reading
- ▶ Develop a promotional plan to encourage total school community involvement
- ▶ Schedule your Family Event(s)
- ▶ Schedule your Teacher Preview event

Three Weeks Out **5 Most Important Things to Do:**

- ▶ Coordinate Gift Card and Credit Card programs for your Book Fair.
- ▶ Start developing fun, themed décor, contests and activities; approach faculty for participation in challenges
- ▶ View Author Video. Set-Up Classroom Viewing Schedule for video
- ▶ Begin seeking prize and cash donations from the community
- ▶ Approach studio art and language art teachers for support and samples of original student works to display at Fair

Two Weeks Out **3 Most Important Things to Do:**

- ▶ Send newsletter announcements home to parents
- ▶ Hang eye-catching banners, posters, and arrows
- ▶ Watch the Virtual Book Fair Set Up segment of the Author Video and adapt the suggestions to your space.

One Week Out **3 Most Important Things to Do:**

- ▶ Distribute Book Lists
- ▶ Send Principal Letter home to families
- ▶ Confirm Book Fair work schedules with volunteers

During Your Fair:

- ▶ Start each day with a \$50 bank.
- ▶ Show commercials from Author Video daily.
- ▶ Assign volunteers to help shoppers find the products they want.
- ▶ Assign an assistant to each cashier to bag purchases and keep the lines moving.
- ▶ Keep an eye on the stock and call Customer Service to restock your hottest products.
- ▶ Assign cashiers to balance the cash drawer at the end of each shift and record each day's proceeds on the Sales Report