

# THEME IDEAS

## An exciting theme is a proven way to drive student traffic to the Fair.

Your students' everyday school surroundings tend to become routine. So, during Book Fair week, change it up and create an atmosphere that's fun, exciting and extremely inviting.

If the current Book Fair theme isn't your preference, suggest some of the ideas below during a Crew brainstorming session. Find out what theme they think will work best and will get the most participation from other students. Be sure to ask Crew members to come up with new ideas and activities they'd like to try.

**NEW! It's a Green Thing** – Host an eco-friendly Fair. Challenge Crew to decorate with recycled items and ask everyone to wear green to your Family Event.

**NEW! Book-based Theme** – Pick various titles, a current trend or a popular book, author or series. Develop your Fair around it. Have art students create life-size cut-outs of book characters to display.

**NEW! So You Think You Can Read?** – Set a reading minutes goal and form teams to compete against each other. Ask art students to create an event logo and decorate with metallic stars & streamers.

**Rock Around the Fair** – Throw a Family Event sock hop. Play rock 'n' roll music and use diner style decorations. Create guitar-shaped goal chart to track number of books sold. Challenge teachers to a lip sync competition and vote on the best performance.

**We LOVE Books** – A perfect February theme to promote the love of reading. Have students post their favourite books, create a candy guessing game and decorate using hearts, balloons and red & white decor.

## Other Ideas Schools Have Used

**Ready, Set, Read!** – Catch a great read at this sports-themed Fair.

**Lights! Camera! Book Fair!** – Make books and students the stars at this red-carpet event.

**Catch the Reading Wave or Book Fair Luau** – Decorate with beach-related props, music & clothing.

**Reading's Right On!** – Bring back the 70's with flower power & disco.

**Book Fair Blizzard** – Shop for books in a winter wonderland.

**Seasonal Themes** – Spooktacular Book Fair, Fall for Books, 'Tis the Season.

**To the Book Fair and Beyond** – Promote an out-of-this-world Fair with space-related costumes & decor.



# COME TO OUR BOOK FAIR!

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Dates / Times / Place

[www.scholastic.ca/bookfairs](http://www.scholastic.ca/bookfairs)

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# CONTESTS

Use your \$60 Promotional Allowance to purchase books as prizes!

Everyone loves to win a prize and contests are a great way to get kids excited.

Contests get students to your Book Fair and keep them talking about it. Display all contest winners' names at the Fair and keep prizes there for pickup.

**NEW! Crazy Sock Day** – Invite students to wear colourful, patterned socks for a “best socks” contest.

**NEW! Hotshot Tournament** – When students purchase a book, they're entered into a draw to compete in a basketball game against teachers.

**NEW! Book Fair Bingo** – Create custom BINGO cards using book images from Highlights flyer. Announce titles daily until someone calls “BINGO!”

**NEW! Lollipop Tree** – Set up lollipop tree at Fair. When kids buy a book, they choose a lollipop. If bottom of stick is painted, they win a prize.

**NEW! Pizza Party** – Students who buy a book are entered into a draw to attend a pizza party.

**Pop Quiz** – Quiz kids about Highlights DVD and enter winners into a draw.

**Lunch Seat Lottery** – Tape book covers from Highlights flyer under chairs in classrooms or in cafeteria.

**Page-turner Prize** – Look for kids reading and award prizes.

**Wrap It Up** – Wrap books with paper and ask kids to guess number of pages.

**Golden Ticket** – Hide golden tickets throughout Fair or school. Students that discover them win a prize.

**Guessing Game** – Fill jar with candy or small themed-related items. Encourage students to guess how many are in it.

**Lucky Locker** – Slip colourful “You're a Winner!” notices into random lockers.

**Design Challenge** – Ask kids to design t-shirts, posters, bookmarks or door décor.



## IDEA!

St. Francis School turned their regular free reading time into a school-wide contest. During the Book Fair, students kept track of their reading minutes and the results were displayed on posters in the school lobby. Winning classes were rewarded with ice cream sundae parties, but all students got cookies because reading more makes everyone a winner!



## PRIZES

Look to your Crew to suggest prize ideas with kid appeal. You can ask for donations from local businesses your students frequent. But don't forget – you can always award school privileges for free!

### Local Business Donations

- Store or restaurant gift cards
- Fast-food coupons
- Movie passes
- Baked goods, chocolates or other treats

### School Privileges

- Principal carries books to class for a day
- Lunchtime music
- Free yearbook
- “No homework” pass
- School dance or sporting event tickets
- Free cafeteria lunch for a week
- Class pizza or ice cream party
- Principal or teacher serves lunch





At McCain Middle School, teachers promised if they met their Book Fair sales goal, they'd have a school assembly with teachers performing stunts like dying their hair, doing push-ups in JELLO®, going goth and more. "We beat our goal, had our most successful Fair to date, had an amazing celebration, made the front page of our local newspaper and most importantly – we put more books into kids' hands!" said Chairperson Kory Gott.

# PRINCIPAL AND TEACHER INVOLVEMENT

**The more your school leaders take part in your Book Fair, the more your kids and parents will too.**

Ask your Principal and teachers to support the Fair by making book suggestions, sending a letter inviting parents to the Fair or by being involved in reading challenges, wacky stunts, door decorating and more.

First, design a faculty challenge around a reading competition (number of books, minutes or pages read), sales goal or number of books sold. If your school meets the Fair goal, then the faculty member must complete a crazy stunt or grant a school privilege such as a no-homework day or rock music played during lunchtime.

Here's what some fearless leaders have done:

**NEW! Student for a Day** – Principal switched roles with a student.

**NEW! Hot Dog or Pie-Eating Contest** – Kids and teachers competed against each other.

**NEW! Dodge Ball Game** – Held a friendly game between students and faculty.

**NEW! Slime the Principal** – Doused their leader with slime.

**NEW! Stump the Teacher** – Students and faculty went head-to-head answering book or Highlights DVD trivia.

**Battle of the Bands** – Teachers faced off against kids in a lip sync competition.

## Favourite Faculty Stunts

- Rock-out in an all-girls band or perform the chicken dance.
- Become a human sundae, pizza or hot dog.
- Hold a snake or kiss an animal.
- Get wrapped as a toilet paper mummy.
- Sport a wild hair colour or style.
- Get sprayed with silly string.
- Catch water balloons.

# PROMOTING BOOKS AND READING

## We all know kids need to read more.

Studies have found that kids are more likely to read when surrounded by books. By hosting a Book Fair and adding fresh, new titles to your classrooms and library, you're giving kids more access to books and helping to improve their reading performance.

**NEW! Teacher Sneak Peek** – Crew can serve food & share book talks during Sneak Peek. Hearing kids' opinions about books will help teachers select titles for Classroom Wish List program and assist them in recommending books to students and their families.

**NEW! Books in Review** – Have Crew members give quick book talks daily at Fair or over PA system.

**NEW! As Seen on the Highlights DVD** – Put shelf talkers next to books that appear on DVD. It's a great way to help students find these titles during Fair.

**NEW! Students' Pick** – Students vote for their favourite book at Fair. Crew then tabulates and displays list of top 5 books chosen. At end of Fair, add books to library using Fair commission.

**NEW! Battle of the Books** – Create teams to read books and have them answer questions about them.

**NEW! Book Buzz Wall** – Set up area just outside Fair where students write about their favourite books and post.

**NEW! Reading Award Night** – During Family Event, recognize students for reading achievements. Invite families to then shop the Fair.

**Highlights DVD** – Show DVD to students before Fair arrives (library time, school assemblies, during student previews).

**"Recommended By"** – Invite Crew members to highlight their Fair picks using "Recommended By" shelf talkers\*.

**Book Fair "Gotta" Haves!** – Schedule student previews and have kids fill out Student Wish Lists\* (Jr. Highlights flyer). Have Crew assist younger children.

**Read-a-thon** – Students pledge to read certain number of pages within designated period of time.

**Reading Club** – Club can focus on a specific book or topic or encourage students to share opinions on books they've read. Club can be for students only or teachers can join in as well.

### TIP!

Check out Top 10 Tips for Great Book Talks\*.

\*Online at [www.scholastic.ca/bookfairs](http://www.scholastic.ca/bookfairs)



## Booktalk! [In-a-Box]

A short book talk is a very powerful way to connect kids to books. The more kids hear about books, the more they'll want to read. Use Book Talk Starter Cards\* to help begin book talks.

**4-5 weeks before your Fair, ask your Book Fair Consultant to send a Booktalk! [In-a-Box].**

A selection of books with reviews and scripts will be provided. Use your Crew members to present book talks in the following ways:

- Present to classrooms, reading buddies or during library time.
- Perform book reviews & skits during announcements or assemblies.
- Give reviews during Teacher Sneak Peek.



North Road Elementary School offered an opportunity for grandparents to have their photo taken during the Fair with their grandkids. When they purchased a book for the library, the photo was placed, along with their dedication, in the front of the book.

# FAMILY EVENTS

**Opening your Fair up to families helps you increase your customer traffic.**

More traffic means more books in kids' hands. You also build a stronger school community when parents are directly involved in your students' school lives.

Create a fun and relaxing environment with music, activities and food. Crew members can be event hosts and help parents choose age-appropriate books. Scheduling Family Events before/after work and during lunch hours gives everyone a chance to stop by and shop the Fair.

Try some of these ideas:

**NEW! Breakfast with Books** – Invite parents to enjoy juice, coffee, muffins, doughnuts and fruit before shopping the Fair. Or host a pancake breakfast.

**NEW! Hole-In-One** – Have Crew create a literary miniature golf course where each hole features a different book. Invite everyone to test their skills.

**NEW! Burgers & Books** – A big hit with all ages! Grill up burgers & hot dogs.

**NEW! Video Game Night** – Families shop for books and team up for video game challenges.

**NEW! Cupcake Decorating** – Invite families to decorate cupcakes with fun frosting, candy and more. Offer a free cupcake with a book purchase.

**Spaghetti, Chili or Pizza Dinner** – No rushing around getting dinner ready. Families just meet at school for a meal and shopping.

You're Invited to  
**BURGERS**  
&  
**BOOKS!**

DATE: March 11  
TIME: 5 p.m.  
PLACE: Cafeteria

**Night of Stars** – Host an evening showcasing students' musical talents.

**Art Expo** – Team up with art teachers to create an inspiring night of art & literature. Encourage students to base artwork on favourite books.

**Grand Prize Day** – Students' receive raffle ticket for every grandparent, family member or family friend they bring to Fair.

**Kids' Corner** – Set up area in your Fair where younger children can colour and do activities. Crew members perform storytelling or paint kids' faces while parents shop.