STUDENT CREW GUIDEBOOK

GRADES 4 & UP

SCHOLASTIC
Getting Started With a Crew

Recruit Student Crew volunteers and assign roles based on their skills and interests.

**Benefits**

- Empowers students to make the fair their own
- Spreads Book Fair job responsibilities
- Gives students the opportunity to serve and connect with other students
- Incorporates kid-generated ideas into the fair for strong student appeal
- Increases overall interest in your fair

**GREAT Ideas**

- Start recruiting Student Crew members six to eight weeks before your Fair
- Have students create props and posters to use as decorations throughout the Fair
- Offer Student Crew members raffle tickets for the chance to win a prize for participating
- Assign roles to your Student Crew: Appoint positions such as Assistant Managers to help with recruitment and scheduling or Advertising Specialists who create campaigns to get other kids excited
- Invite Student Crew to your Book Fair Preview

**Tips for using a Student Crew**

1. Start early and start small.
2. Use an existing school club, like your book club.
3. Make T-shirts or lanyards to identify your Crew members.
4. Share the Promotion Guide with them. Click [HERE](#) to download.
Your Student Crew Can Do Even More!

There are lots of jobs during and after the fair your Student Crew can help with. Here are some specific Crew positions schools have used:

**Promotion Specialists** – Develop contests, giveaways & prizes and coordinate faculty challenges.

**Customer Support Specialists** – Welcome guests at Fair entrance, help shoppers locate product, assist with price checks, encourage participation in the Classroom Wish List program and take reorders on product.

**Security Team Volunteers** – Have your Crew circulate throughout the Fair, offering assistance while monitoring shoppers and product and coordinating coat and backpack checks at the Fair entrance.

**Photo Journalists** – Document the Fair by taking photographs, videos, creating digital scrapbooks and journaling to capture memories and best practices.

**Teacher Support Representatives** – Ensure Staff are aware of the Fair and plan and host a Teacher Preview.

**Tech Support** – Create Book Fair information screensavers, download reproducibles and be active on social media advertising the upcoming Book Fair.

Click [HERE](#) for customizable social media images.

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**Your Student Crew volunteers can apply for positions like a real job!**

Have them fill out an application and sign a contract.

**SAMPLE INTERVIEW QUESTIONS**

1. Why do you want to be a member of our Student Crew?
2. Tell me about an accomplishment you are proud of.
3. If you were asked to perform a task that is not part of your assigned job, how would you respond?
4. How would you react if you were working at the Book Fair and saw someone put an item in his/her pocket or purse without paying for it?
5. How would you handle working alongside someone you did not like?
6. You’re working a shift and your friends are talking to you. Suddenly someone comes into the Fair and needs help finding a book. What would you do?
Your Student Crew Are Reading Leaders!

When students see their peers reading it can motivate them to read as well. Your Student Crew is key to helping promote reading and literacy at your school during the Book Fair and after.

Your Student Crew can help run reading and literacy activities. You can use the following suggestions or ask the Crew for ideas!

**Teacher Sneak Peek** – Crew can serve food and 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.

**Books in Review** – Have Crew members give book talks daily at the Fair or over P.A. system.

**Students’ Pick** – Students vote for their favourite book at the Fair. Crew then tabulates and displays list of top 5 books chosen. At end of Fair, add books to library using your Book Fair Product Rewards.

**Book Buzz Wall** – Set up an area where students write about their favourite books and post.

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

**Book Fair** – Show the Book Fair Highlights Videos to students before the Fair arrives (library time, school assemblies, during student previews). These video highlights are available online [HERE](#).

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

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**Booktalk! In-a-Box**

A short book talk is a very powerful way to connect kids to books.

**Look for the Book Blurb Preview cards in your Planning Kit.** On one side of the card is a short summary of some of the hottest titles on the fair. These are perfect for promoting book talking before, during and even after the fair!

- Present in classrooms, as reading buddies or during library time
- Hold Book Talks during Book Fair Previews
- Give reviews during Teacher Sneak Peek
- Plus, use Book Talk Starter Cards to help begin book talks

Click [HERE](#) for reviews, scripts and tips or speak to your Sales Consultant for more details.
Host a Family Event!

Get families into your school and reading together!

Create a fun and relaxing environment with music, activities and food. Student 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:

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

**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.

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

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

Your Student Crew can serve finger foods to hungry shoppers at your fair!

Set up a polar bear versus narwhal challenge using repurposed plastic bottles. Invite students and families to vote for their favourite!

Plan a themed activity, like painting potted plants, for families to work on during the fair.
Merchandising Your Book Fair

Create a show-stopping Book Fair that is friendly and easy to shop.
Share these simple merchandising “how-tos” with your Student Crew and turn your fair into an exciting place that keeps shoppers coming back for more.

Attractive and Inviting fair Entrance

Grab your customers’ attention before they enter the fair.
- Post large, bold “Welcome to our Book Fair” sign at entrance
- Introduce theme with an eye-catching display
- Hang Goal Chart and update daily

Create a Shopper-friendly fair

Your Book Fair space should add to the overall excitement.
- Keep product neat, visible and organized. Group books by different categories
- Ensure table displays are themed, include signage and can be shopped from all sides
- Display and number posters and locate near cash area

Leave Enough Room

Keep your fair feeling comfortable and friendly
- Encourage customers to linger longer by leaving ample space between tables
- Ensure there is enough room at the Checkout Table in case of lineups
- Keep traffic flowing in and out of fair

Congratulations! You and Your Student Crew Did It!
Now it’s time to show your appreciation and pack up the fair.

Show Appreciation
- Customize Student Crew Certificates
- Acknowledge personal efforts of Crew
- NEW! Give the $5.00 off gift certificates* found in the Volunteer Package in the Planning Kit to your volunteers to say thank you for a job well done.
  *Must be used redeemed at current Book Fair.
- Send thank you notes to local businesses and faculty challenge participants

Celebrate Your Success
- Host recognition breakfast, lunch or party to thank Crew
- Recap Book Fair goals and record on Goal Chart. Share successes with school during announcements, on school website and in newsletter

Pack Up
- Have Crew repack all remaining products in boxes.
- Assign Crew to deliver Classroom Wish List books to Teachers

Review Details
- Schedule wrap-up session with Crew. Review what worked and areas that need improvement

Ask for ideas to make your next Fair even better!

Click HERE for everything you need to run a successful Student Crew!
JOIN THE CREW

Help plan and run the best BOOK FAIR our school has ever seen!

If interested, contact_________________________ in _______ by _______

OR attend a general information meeting on_________________________

at_________________________ in ___________________________
I am willing to work at the following times:

☐ Before school  ☐ During lunch
☐ After school  ☐ Periods when I’m free to help: ____________________________

Skills and abilities I bring to this position: ________________________________________________________________

____________________________________________________________________________________________________

The reasons I would like to volunteer are: ________________________________________________________________

____________________________________________________________________________________________________

I am interested in the position of:

☐ Assistant Manager  ☐ Merchandising
☐ Team Leader  ☐ Advertising & Promotion
☐ Customer Support  ☐ Tech Support
☐ Security  ☐ Photo Journalist

This Teacher is willing to provide a reference: _____________________________________________________________

Complete this application and return it to __________________________________________________________________by ____________________________________________________________

(Book Fair Chairperson)

by __________________________________________________________________

(Date)

Student Signature _______________________________
As a member of my school’s Student Crew team, I agree to:

☐ Attend and participate in all scheduled meetings about the Book Fair
☐ Be an active, enthusiastic, and contributing member of the team
☐ Complete all tasks, assignments, and projects to the best of my ability
☐ Cooperate, assist, and work with Crew members and customers in a friendly and respectful manner
☐ Familiarize myself with products, prices, and location of Book Fair items and categories
☐ Familiarize myself with Book Fair programs, contests, and special events
☐ Welcome customers to the Book Fair, offer assistance and thank them for their support
☐ Help keep the Book Fair environment organized, clean, and stocked with products at all times
☐ Report problems or undesirable behaviors immediately and discreetly to the Chairperson
☐ Promote reading and the Book Fair whenever and however I can

In addition, I agree NOT to:

☐ Argue with Crew members at any time, especially in front of customers
☐ Argue with or make fun of customers
☐ Chat with my friends for more than a couple of minutes when I should be working
☐ Directly confront anyone suspected of stealing. Instead, I will discreetly inform the Chairperson
☐ Ignore customers or my fellow Crew members

I, _____________________________________________________, agree to conduct myself within the guidelines specified above while on duty as a member of the Student Crew team. Furthermore, I agree to use this experience to learn, teach, and have some fun.

______________________________________________________                                 ___________________
Student Signature                                     Date

______________________________________________________                                 ___________________
Book Fair Chairperson Signature                       Date
COMET TO OUR
BOOK FAIR!

Dates / Times / Place

www.scholastic.ca/bookfairs

All Purchases
Benefit Our School!

© 2015 Scholastic Book Fairs Canada Inc.
Certificate of Appreciation

Presented to

Name

in appreciation of

Scholastic Student CREW Team

for contributing to our school community as a valued member of our

volunteer service.

Date

Principal

Book Fair Chairperson