

# Book Fair

# countdown

## 5 Weeks Out

- Review Book Fair Planning Kit materials
- Begin recruiting Crew members and volunteers (pg. 4)
- Review Classroom Wish List program

## 4 Weeks Out

- Reserve largest space possible for your Fair
- Decide on operating hours for your Fair
- Schedule Crew meeting
- Assign Crew responsibilities; select Assistant Managers and/or Team Leaders
- Decide on method to identify Crew team (Name tags, lanyards, T-shirts, etc.)
- Begin brainstorming advertising tactics, themes, contests and activities
- Schedule dates for Teacher Sneak Peek and Family Night

## 3 Weeks Out

- Develop article for school newsletter
- Use Crew and adult volunteers to begin collecting prizes for contests
- Use Crew to solicit faculty participation in challenges
- Use Crew to create/collect decorations and props supporting theme
- Promote Fair on school website
- Start planning Family Night
- Use Crew to create additional posters

## 2 Weeks Out

- Use Crew to hang posters (pg. 16)
- Use Crew to create commercials for announcements
- Place message on marquee
- Review credit card processing procedure
- Run copies of Student Wish List (pg. 11)
- Schedule Student Previews of Fair
- Make copies of Crew Pass (pg. 24) and give to Crew to hand out

## 1 Week Out

- Finalize Crew schedules for Book Fair week
- Put up Directional Arrows
- Distribute Sneak Peek flyers
- Send notice about Fair home to families (pg. 24)
- Use Crew to create Classroom Wish List display
- Make copies of Teacher Preview Invitation and Book Donation Cards
- Make copies of contest entry forms (pg. 23)
- Handle final details for Teacher Sneak Peek
- Determine how to use \$60 Promotional Allowance

## Book Fair Week

- Use Crew to set up, merchandise and decorate Fair
- Review customer service tactics, product location, pricing, etc. with Crew
- Brief Crew on Classroom Wish List program
- Start each day with \$125 float (include loose change)
- Conduct Teacher Sneak Peek
- Conduct Student Previews
- Use Crew to create and distribute flyers to students
- Use Crew to film live reports from Fair
- Use Crew to advertise Fair at drop-off/pickup areas
- As goals are met, schedule faculty to perform stunts
- Balance cash drawer at end of each shift and record sales
- Designate Crew members to serve as Customer Service volunteers

## Week Following Fair

- Repack products and prepare for pickup
- If taking book profit, take books from Fair before it is picked up
- Schedule faculty members to conduct any stunts left unperformed
- Thank Crew team with Student Crew certificates (pg. 32)
- Share results and successes with team and school
- Collect feedback from Crew for future Fairs
- Use Crew to write and send thank-you notes to prize donors