Dear Book Fair Chairperson,

It’s another busy and exciting school year, and as the halls fill with the laughter of your students, we are thrilled to be your partner in hosting a safe and easy literacy event, supporting kids throughout their reading journey. Together, we are creating memories that will last a lifetime.

The Scholastic Book Fair is a portal to a kid’s imagination, encouraging them to live the story, take a leap, and discover their best self “on the shelf”! There is nothing more exciting than seeing the Fair set up at the school, and we thank you for partnering with us on what is sure to be one of the best days of the year. We know how hard you work making vital contributions to the development of a lifelong love of reading in your students. That’s why we are committed to helping you make this year’s literacy celebration an epic event!

From checklists and printable pages, to tips and ideas, we support you every step of the way. Together, we can help students live their stories with courage, and to confidently declare:

“I’m a bolder, prouder, stronger reader.”

My Book Fair Consultant:

Our Book Fair Dates:

My Planning Call is scheduled for:

My Webinar is on:
If possible, have a co-chair to help you implement all of your great ideas.

If they haven’t already, remind your Principal to enter our Principal #shelfie Contest for a chance to win $250 in books!

We have a Rewards & Redemption Specialist that can help you plan your Rewards spending. Ask us to connect you with one!

Find reviews on the Featured Books page on our website.

Made by Scholastic Canada Ltd.

TIP! Create a Book Fair folder to store important information.

TIP! If possible, have a co-chair to help you implement all of your great ideas.

TIP! If they haven’t already, remind your Principal to enter our Principal #shelfie Contest for a chance to win $250 in books!

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**Book Fair Plan Checklist**

**Before you begin!**

- Make sure you have confirmed your dates and enrollment/flyer numbers in your online Toolkit!
  - Schedule a G.R.E.A.T. Planning Call with your Book Fair Consultant
  - Ask a Book Fair Consultant about Booktalking

**4 weeks before the Fair: CREATE YOUR PLAN!**

- Set a specific Book Fair Goal and create a Rewards Plan with a Consultant (see page 4)
- Complete the Love It or Share It activity and build your Book Fair team (see page 5)

**TIP!** If possible, have a co-chair to help you implement all of your great ideas.

**2 weeks before the Fair: TIME FOR ACTION!**

- Create Decorations and plan for Contests and Games (see pages 6 and 7)
- Advertise your Fair dates (see page 9)

**TIP!** Find reviews on the Featured Books page on our website.

**1 week before the Fair: LAST PREP STEPS!**

- Send the Highlights flyer and a parent letter home to share your reading and Rewards goals with families
- Start showing or sharing the link to the highlights videos and book trailers found in your Toolkit

**TIP!** Use the scavenger hunt in the Toolkit to make exploring the books more exciting.

**Setup day and during the Fair: HERE WE GO!**

- Decorate the Fair and remember to use the directional arrows included in your Kick-off Kit!

**TIP!** If they haven’t already, remind your Principal to enter our Principal #shelfie Contest for a chance to win $250 in books!

**After the Fair: WRAP UP!**

- Select the winner of your Family Event Door Prize before the end of the Fair
- Visit the Wrap Up Tab in your Toolkit for a handy list

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TIP! Use the scavenger hunt in the Toolkit to make exploring the books more exciting.

TIP! If they haven’t already, remind your Principal to enter our Principal #shelfie Contest for a chance to win $250 in books!
Choose a Book Fair goal for your school.

Get students excited about reading! Encourage students to choose their own books and increase reading minutes for the whole school.

Enhance school or classroom libraries! Earn enough Rewards to redeem for new books and resources.

Gift every student a book of their own! Earn enough Rewards to redeem for books to be given to all the students at the school.

Goal Brainstorming

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TIP! Share your Book Fair goal with the Goal Chart included in your kit, or create your own!
Build Your Team

Recruit student volunteers, staff, and parent council and assign roles based on their skills and interests.

**A Student Crew benefits you AND your students!**

- Empowers students to make the Book Fair their own
- Gives students the opportunity to serve and act as reading mentors
- Incorporates kid-generated ideas into the Fair for strong student appeal

**TIPS TO GET YOU STARTED!**

1. Start recruiting Student Crew members 4-6 weeks before the Book Fair.
2. Offer Student Crew members raffle tickets for the chance to win a prize for participating.
3. Use an existing school club, like your book club or leadership class.
4. Make T-shirts or lanyards to identify your Crew members.

**Mark Each Activity!**

Here are some common Book Fair roles. Take a moment to note if you **Love it** for yourself, or if you’ll **Share it** with a volunteer.

**Love it** or **Share it**

- Booktalker
- Decorator
- Advertiser
- Assistant
- Cashier Table
- Set Up
- Take Down
- Promotions Specialist
- Decor Specialist
- Book Fair Greeter
- Shopping Assistant
- Photo Assistant
- Photojournalist
- Student and Family Support
- Tech Support

Explore tip sheets, guidebooks, and more.

SCAN WITH A SMARTPHONE CAMERA.

schol.ca/x/8B
Bring more joy to your students by finding ways to make this Book Fair fun for everyone!

**Choose a Look**
Superheroes? Under the Sea? Your Book Fair can be anything you want it to be! Find inspiration in the Toolkit.

**Decorate**
Let your imagination and creativity soar with decorations to draw your students in.

**Run Contests and Raffles**
Younger students can take part in a colouring contest, while older students can use their imaginations with a story starter! Use your Book Fair Rewards to purchase books as prizes for the winners!

**Watch Videos**
Book trailers are available for parents and teachers to play for students.

Art created by students is always welcome!

FIND TRAILERS HERE. schol.ca/x/8E
Are Underway!

ways to make this Book Fair fun for everyone!

**Host a Teacher Preview**
Help teachers find the perfect books for their students and encourage Principal participation!

**Join a Webinar**
Our Workshop and Masterclass webinars offer exclusive decorating, context, and excitement-generating ideas!

**Host a Family Event**
Whether in-school or online, students and families can choose books that everyone will enjoy together.

**Share Your Fair**
We're gathering inspiration! Share your Fair here:

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scan to learn more.
schol.ca/x/8F
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**TIP!**
Principals and teachers can use the Shelftalkers in the Toolkit to highlight books at the Fair.

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**Booktalking!**

Booktalking sharpens listening and oral skills, creates opportunities to form opinions, and practice expressing them.

Learn more about how to start Booktalking Every Day using "The Power of Booktalking" presentations, found on the Resources Tab in your Toolkit.

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**FIND IT IN THE TOOLKIT!**
- Promotional Guide
- Teacher Preview How-to-Guide
- Classroom Wish List
Our Book Fair programs encourage teachers to engage with the books on the Fair.

**Hold a Teacher Preview Event**

The perfect "first-look" so teachers can relive their Book Fair memories and find books that will inspire their students!

**Classroom Wish List**

Use the included pieces in your Kick-off Kit to promote this beloved program for book donations and Rewards redemption ideas.

**Principal #Shelfie Contest**

Principals can enter our #Shelfie contest to win $250 in books!

TIP!

Our Teacher Preview Guide is perfect for learning the ropes!

TIP!

We have included a Wish List you can photocopy to encourage Teacher participation.

TIP!

Have the Principal take a photo with their favourite book at the Fair for some added flair!
Social media is a great way to share the excitement of your Fair with your school community! Find templates, scripts, and more in your online Toolkit.

Be sure to advertise early and often, in lots of different ways!

**TIP!**
Promote with the poster in your Kick-off Kit, then turn it around after the Fair for year-round reading promotion!

**TIP!**
Use letter templates to share Book Fair details and dates

We love seeing your Fairs! Snap a photo and tag us.
- ScholasticBookFairsCanada
- scholasticbookfairs.canada
- scholasticCDA
- #ScholasticBookFairsCanada

FIND IT IN THE TOOLKIT!
- Social Media Templates
- Guide to Social Media
- Letter Templates

spreadingthetword.ca/bookfairs
The Toolkit has everything you need for your planning! Find guides, tips, templates, and more.

My Toolkit Login:

Username

Password

Need help logging in? Let us know! Contact us at bookfairs@scholastic.ca or by calling 1-866-234-7319.
Closing your Fair is as easy as 1-2-3!

WRAP IT UP!

Use the Online Tools in your Toolkit to report sales with the Rewards Worksheet, place student reorders, and redeem your Rewards—all in one place!

PACK IT UP!

- Pack up remaining product, signs, and payment materials to be picked up.
- If you have a Case Fair, your pickup date has been communicated to you through your Book Fair Consultant.
- If you have a Tabletop Fair, return instructions were included with your delivery.

BOOK IT!

Contact your Consultant to book your next Fair at 1-866-234-7319 or bookfairs@scholastic.ca

Don’t forget to fill out the Book Fair Evaluation!

schol.ca/x/8I
Congratulations!

Your Book Fair helped build home libraries and brought joy and excitement to your school community! We are so proud to partner with you, giving kids access to books they want to read. Thank you for being a Reading Leader!

“Our school buys Virtual Author Visits and purchases extra copies of the books so more classes can join in!”
– Kylie from ON

“We were able to get new stools and shelves, and I treated myself to a new library cart with our Rewards!”
– Erica from NB

“ I use my Rewards to keep classroom libraries stocked with the latest book releases!”
– Nicole from BC

Need Rewards inspiration? Here are some great ideas!

Have a Rewards success story? Share it with us!

For more on Book Fair Rewards, check out the Book Fair Rewards flyer in your Kick-Off Kit! Or contact our Rewards & Redemption Specialist at 1-866-234-7319.