

# Spread the News

Get the word out early so everyone knows about the Book Fair and Family Event.

**Advertise** Place an article in the school **newsletter**, post on **social media** and on the school **website** with details about your Book Fair and Family Event. Display Book Fair dates on the school **marquee**.



Talk up your Book Fair with **Book Talks!** Ask your Book Fair Consultant for details about our popular Booktalk-in-a-Box program.

**Bulletin Board** Ask students to design and decorate a themed **bulletin board**, located near the school entrance or main office.

**Parent Focus** **Send Parent Letters** and **Highlights flyers** home with students one (1) week before the Fair (see Printable Resources section of our website for a sample letter).

## Promotional Materials

Directional Arrows and Promotional Posters have been provided in your Planning Kit to display throughout the school.



Download the **Teachers' Sneak Peek Poster**, and post it in the teachers' lounge, along with copies of the **Highlights Flyers**.



## Follow Scholastic Book Fairs on social media!



[facebook.com/ScholasticBookFairsCanada](https://facebook.com/ScholasticBookFairsCanada)



[instagram.com/scholasticbookfairs.canada](https://instagram.com/scholasticbookfairs.canada)



## P.A. Skit

Use your morning announcements to promote your Book Fair and Family Event. Ask student volunteers to read this skit over the PA system to get everyone excited.


### Pre-Fair Script

Read! Imagine! Grow!

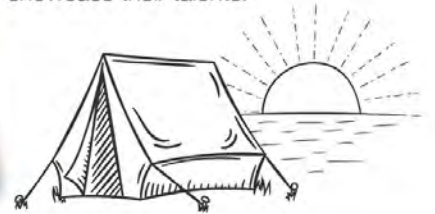
The Enchanted Forest Book Fair is arriving on [\[INSERT DATES\]](#) and everyone is invited to let your imagination grow! There will be “owl-some” activities, contests and a “fairy-tastic” Family Event. Plus if you bring all your family to the Fair, you’ll have the chance to win FREE BOOKS!

### During Fair script

It’s truly Enchanted! Have you checked out the Book Fair yet? What are you waiting for? Follow the unicorn to [\[BOOK FAIR LOCATION\]](#). There are only [\[INSERT NUMBER\]](#) days left.



**Feel the power.** Tasking your Crew with important Book Fair responsibilities empowers them at a critical stage in their life, teaching them valuable leadership skills and allowing them to showcase their talents.



OK!



# STUDENT CREW



## Why use a Crew?


- A team of students will help you accomplish a whole lot more
- Students are readily available and eager to utilize their talent and skills
- Ideas generated by students will go a long way with their peers

## Tips for using a Student Crew:

- Start early and start small.
- Use an existing school club, like your book club.
- Make T-shirts or lanyards for your Crew members to wear.
- Share this *Promotion Guide* with them.



**Under the influence.** It's no secret that kids greatly influence each other, which is why having them as part of your Book Fair team is a sure-fire way to pull off a Fair with student appeal.



How can I help?

Book Fair this week!

# Build Excitement!

Generate plenty of fun and anticipation among students and staff.

## All Dressed Up

Plan themed days during the Fair where students dress up as woodland creatures, fairies or gnomes. Students who visit the Fair get entered in a raffle for a chance to win a prize! Encourage your Principal to dress up as well!

## Guessing Games

Create an Estimation Station with multiple games for kids of different grades. Invite students to guess how many pieces of candy, fruit-flavoured cereal, or pages in a stack of books.

## Enchanted Trivia

Share a daily trivia question that relates to your Book Fair theme. Place the display at the Book Fair so students visit the Fair to submit their answers. Students who answer correctly will be entered into a raffle for a prize.

## Story Starter

Ask students to write their own story starting with the line "I was walking through the enchanted forest when I saw..." Post the entries near your Book Fair entrance and select a panel to determine the winners.

## The Book Fair is Coming

Create an eye-catching countdown sign and display 10 days before the start of your Book Fair.



**Contests:** Ask local sponsors for prize contributions and use your sample display posters as prize giveaways. Use Contest Ballots and Winner Certificates reproducibles provided.

# Make it a Family Event!

Hold a special Family Event so parents and students can shop together. Try some of these fun and easy suggestions:

**Activity Corner** — Set up a special area for younger children to read or colour while parents shop. Ask a volunteer or some older students to supervise.

**Ballot Box** — Make a themed box to collect Family Event Door Prize ballots – place it near the cashier table.

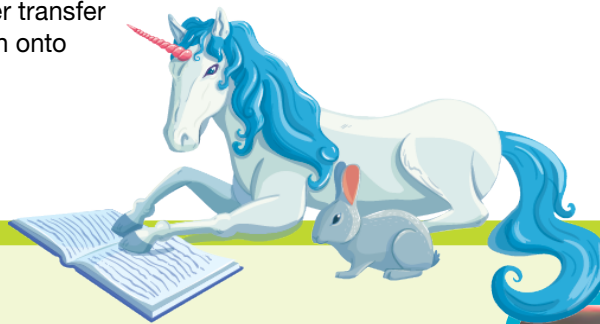
**Classroom Wish List** — Encourage teachers and families to grant book wishes. Invite local businesses to take part with donations to purchase Wish List books.

**Student Showcase** — Display contest entries, artwork, poems, stories and other theme-related items created by students.

**Volunteers** — Look for your Volunteer Package in your Planning Kit for posters, name tags and Thank You cards. You can also download artwork from the Printable Resources section of our website onto printer transfer sheets (available at craft stores) and then iron onto t-shirts or other items.

**IDEA!**

Forage for fun!  
Serve snacks with the enchanted forest theme in mind. Snail roll-up sandwiches, rabbit food veggie tray, squirrel food granola, bird nests, and more!



## Fun Crafts!

Get your students involved by making fun arts and crafts projects to help decorate the Fair.



*Perfect projects for your Student Crew!*

**NEW!** Click [HERE](#) to download detailed instructions on how to make these and other Enchanted Forest crafts.

# Reach Your Book Fair Goals!

Make your Book Fair a blast and encourage your school and community to reach those literacy goals. Try these fun ideas:



Reach Your Goal!

IDEA!

Use the double-sided goal chart in your Planning Kit or create your own. Watch the numbers and excitement grow!



Fairy ring toss and gnome bowling!

IDEA!

Make your Family Event fun for all! Include games with an enchanted forest twist. Set up a fairy ring toss and gnome bowling.



**NEW!** Click [HERE](#) for detailed instructions on how to make these fun games and activities!

Wishes do come true.

IDEA!

The Classroom Wish List is an easy, effective way to build and refresh classroom libraries.

Use the Classroom Wish List package in your Planning Kit or create your own like the one featured here!

