

# Scholastic Book Fairs® National Contest

## Tips for Preparing a Complete Entry

You, your school, and your volunteers have worked tirelessly for months to pull off what you consider a fantastic Book Fair. Now, we want to hear all about it!

We have put together some tips and guidelines to help you produce the most complete entry. Entries are judged on content, not on presentation, so these guidelines should make the entry process easier, while also producing an overall more complete and higher quality entry. Read our guidelines and recommendations below, and don't forget to reference the checklist on **page 2** before submitting your entry.

- **Make the essay easy to read and follow.** It is okay to write with a creative flair, but don't let attempts at creative writing overshadow content or distract from communicating relevant information. Clearly and concisely articulate everything that the school engaged in to make your Fair the best. Be sure to list all programs, activities, efforts, and anything else you want judges to give the school credit for (see our checklist on page 2), and be sure to include your measurable outcomes. Sometimes a bulleted presentation of goals, activities, and accomplishments works best. And don't forget to proofread!
- **Please keep entries to a reasonable size.** Entries created as elaborate scrapbooks are nice to look at but not at the expense of communicating relevant information on what your school did in their bid to be best of the best. Some of the best entries have been clearly written essays sent in with photos.
- **Keep it organized!** Take a look at the format for the headings used in your *Ideas Guidebook* and think about using it as a structure for your entry. Consider using a report cover or three-ring binder to keep your entry and its supplemental materials organized.
- **We love to see your Book Fair in action!** Please provide some printed photos of each component of your Fair, including pictures of your decorations, signage, events, advertising, activities, community outreach, Classroom Wish List board, etc., so we can easily visualize the Fair as a whole. Show photos of what you did for the Book Fair from start to finish.
- **Cover all your bases.** Schools that have placed in our contests hit on all key areas of conducting a successful Book Fair (see checklist on page 2). Some schools may have fantastic decorations, but if they only focus on that component while neglecting other key areas, their scoring reflects that.



# Scholastic Book Fairs® National Contest

## Preparing a Complete Entry Checklist

Review these steps to ensure your entry is the best it can be! Did you...

- Include your **500-word, typed essay** that clearly and concisely explains your Book Fair, making sure to include details related to promoting or conducting your Book Fair, including not limited to:
  - Promotion and advertising strategies
  - Family Events
  - Activities and contests
  - Principal and Faculty involvement
  - Book Fair Preview
  - What Would You Do for Reading*® Challenge
  - All for Books*™
  - Classroom Wish List
  - Grand Event
  - Volunteers
  - Student Crew
  - Decorations
- Include **printed photos** and any supplemental materials in an organized format.
- Make sure your entry is a **reasonable size**.
- If you would like your entry returned, please include a **\$5 check** (not cash) made out to Scholastic Book Fairs.
- Include a **completed official entry form**.
- Entries **must be postmarked** by official National Contest deadline.