

PROMOTION GUIDE FOR A SUCCESSFUL ONLINE FAIR

SCHOLASTIC
BOOK FAIRS[®]
Safe • Easy • Essential •

Dear Book Fair Chairperson:

We've created these promotion and copy + image guides to help you spread the word about your Online Fair to your school community and beyond! Make the guide your own by filling in the blank fields on this editable PDF, or print it out and fill it in by hand.

If you're in a hurry, check out our **5 QUICK TIPS** for promoting your Online Fair! We've outlined the top things you can do to host a successful Fair.

Use as many or as few ideas as you want—you're the best judge of what your Fair needs! We hope this will help you plan and promote the Fair, to help get your kids reading while raising money for your school.

Let's get started!



MY FAIR DATES:

MY BOOK FAIR HOMEPAGE LINK:

SCHOOL FUNDRAISING GOAL: \$

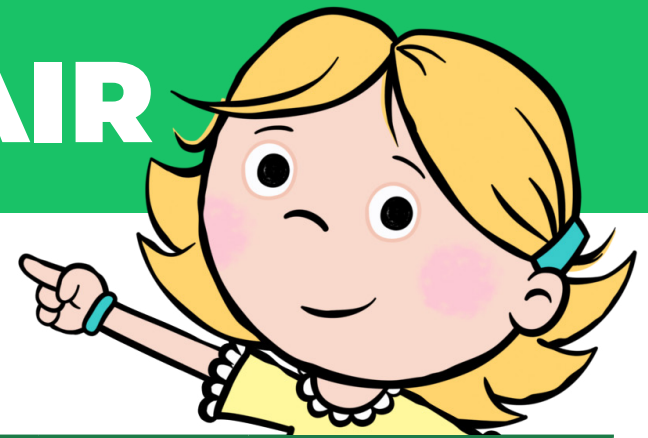
3 WEEKS BEFORE FAIR

Build excitement for your upcoming Book Fair!

Start off by customizing your Book Fair homepage. Then make sure the entire school community has the Fair dates in their calendar, and your [Book Fair homepage link](#) bookmarked. Every dollar spent during the Fair is money back to the school. **Let's go!**

PROMOTION	DETAILS	TIMELINE	MY DATES	LINK TO ASSETS
Email Save the Date	Send an email to parents with Fair dates, Book Fair homepage link , information about the Virtual Book Fair, and more! Copy email template, fill in details, hit send—and you're done!	3 Weeks Out		View email template View Virtual Book Fair info
Social Post Save the Date	Use our character-filled, ready-to-go posts to spread the word on your school's social channels. 🙌❤️🔗	3 Weeks Out		View social copy Images for PREK/ELEMENTARY Images for MIDDLE SCHOOL
Newsletter Announcements Save the Date	Make sure you get a spot in your PTO and school newsletters. Include all key details to get parents shopping and fundraising. "Let's develop our lifelong readers while raising the needed funds for our school!"	3 Weeks Out		
Parent Portal & School Calendar Save the Date	Is your school using a school portal or other communication app this year? Post all your Fair information on these platforms, and on your school calendar, so it is easily accessible.	3 Weeks Out		
In-School Advertising Book Lists & Posters	Is your school meeting in person? Ask your rep for printed book lists to send home with parents, and posters to advertise in the school.	3 Weeks Out		Contact your rep!

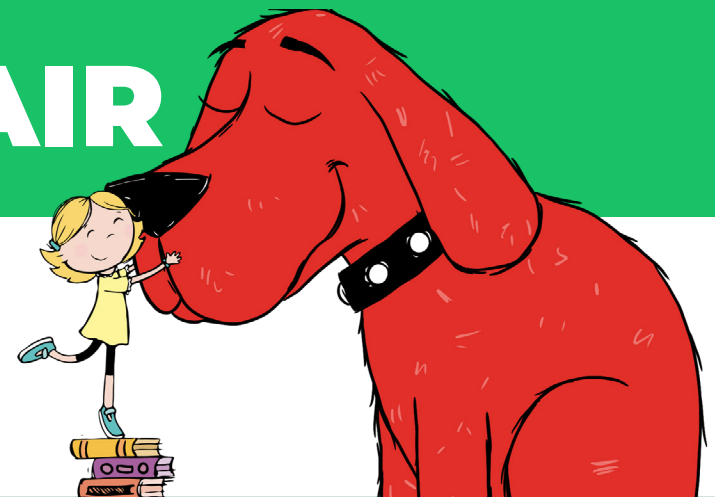
2 WEEKS BEFORE FAIR



Keep the anticipation growing.

PROMOTION	DETAILS	TIMELINE	MY DATES	LINK TO ASSETS
Email or Take-Home Letter From Principal	Ask your principal to use our templated letter to ensure that the parent body understands the school's support of the Fair this year. The letter can be sent as an email or printed!	2 Weeks Out		View letter template
Email or Take-Home Book Lists	Direct parents to the Book Fair homepage to find interactive book lists they can look through with their kids! Or is your school meeting in person this fall? Include book lists with the letter from the principal for kids to take home to their parents.	2 Weeks Out		Contact your rep for printed book lists, or find the digital version on your Book Fair homepage!
Flyer Save the Date	Send this fun PDF flyer to parents by itself or with the letter from the principal so that parents can display it as a reminder.	2 Weeks Out		View flyer
Web School + District Sites Save the Date	Post information about your Book Fair on the school website, and ask your school district to post the information on theirs.	2 Weeks Out		View suggested copy
Email Community Donors	Invite community donors to contribute to students in need by purchasing books online and shipping straight to your school. Or if you have <i>Scholastic Dollars</i> ,™ work with your rep to buy books for students at your school!	1–2 Weeks Out		
Email Invite Teachers to Participate!	Email your teachers to tell them about the new Virtual Book Fair experience, and encourage them to share the experience in their virtual classrooms to build excitement for the Fair!	2 Weeks Out		View email template View Virtual Book Fair info

1 WEEK BEFORE FAIR



The countdown is on!

It's time to get creative and spread the message beyond the school.

PROMOTION	DETAILS	TIMELINE	MY DATES	LINK TO ASSETS
Social Post Countdown	The Fair is almost here! Remind your school's social followers, and be sure to include dates, homepage link, and any sign-up or setup information that parents need.	1 Week Out		View social copy Images for PREK/ELEMENTARY Images for MIDDLE SCHOOL
Video Reading Message	Have your principal talk about the importance of home libraries and share the video on social, your school homepage, in virtual classrooms, or on your school's portal.	1 Week Out		
In-School Advertising Posters	Is your school meeting in person this fall? Remind students about the Fair and build excitement by putting up Book Fair posters!	1 Week Out		
Social Posts Sizzle Reels & Book Trailers	Build excitement for the book titles that will be available at the Fair with sizzle reels and book trailers!	1 Week Out		View additional social ideas
Email Extend Community Engagement	Email your families and encourage them to spread the word about the Book Fair on their social media accounts—send them some graphics to share!	1 Week Out		
Email Extend Alumni Engagement	Email your alumni and encourage them to "walk through" the Virtual Book Fair. Ask them to consider shopping and buying books to support your school!	1 Week Out		View email template View Virtual Book Fair info

WEEK 1 OF FAIR

It's opening week—highlight fun events and keep the reminders going.

PROMOTION	DETAILS	TIMELINE	MY DATES	LINK TO ASSETS
Web School Site—Opening Week Update	Update the school website to say that the Fair is open and ready for business! Highlight any fun activities you have planned for the week.	Day 1		
Email Opening Week	Email your families and let them know the Fair is on!	Day 1		View email template
Social Post Opening Week Post 1	Highlight any special events that are happening during the Fair.	Day 2		View social copy Images for PREK/ELEMENTARY Images for MIDDLE SCHOOL
Mobile Opening Week Alert 1	Text a reminder to parents and include Fair dates, a shortened homepage link, and fundraising goals, or modify the text for robo-calls to parents!	Day 3		View suggested message copy
Announcement Opening Week	Is your school meeting in person this fall? Remind students about the Fair during morning announcements.	Any Day		

CONTINUED

WEEK 1 OF FAIR



PROMOTION	DETAILS	TIMELINE	MY DATES	LINK TO ASSETS
Event [Virtual] Parents' Night	During your Online Fair, host special online events with students and families in order to build excitement.	Day 2 to 4		View event ideas
Event Spirit Week	Hold a "Spirit Week" during your Fair (either the first or second week!) with new activities each day to celebrate books, characters, and reading.	First or Second Monday		View event ideas
Mobile Opening Week Alert 2	Remind families about Fair dates. Highlight events and top-selling titles. Or modify the text for robo-calls to parents!	Day 4		View suggested message copy
Social Post Opening Week Post 2	Post about new book titles or gather selected reading lists from teachers and librarians. Don't forget to use the author videos and book trailers!	Day 4		View additional social ideas
Event Reading/Book Hour 1	Hold storytime, feature books, and have teachers or librarians present their favorite new titles. Be sure to check on publisher permissions about reading books out loud.	Day 5		View event ideas

WEEK 2 OF FAIR

Promote, promote, promote!

Share pictures of the events and sales numbers from opening week, and remind your entire school community that there's still time to take part in the fun.

PROMOTION	DETAILS	TIMELINE	MY DATES	LINK TO ASSETS
Email Closing Week	Send a reminder to families: "Last chance to raise essential funds for our school!"	Day 8		View email template
Social Post Closing Week Post 1	Feature "Customer Testimonials" from students who are excited about the books they've purchased— post photos of children only with their parent's permission, of course!	Day 8		View additional social ideas
Mobile Closing Week Post 2	Send a reminder to families: "Last chance to raise essential funds for our school!" Or modify the text for robo-calls to parents!	Day 9		View suggested message copy
Social Post Closing Week Post 2	Feature pictures from special events, games, contests, or story hours you've been holding in your in-person or virtual classrooms— post photos of children only with their parent's permission, of course!	Day 9		View additional social ideas
Event Reading/Book Hour 2	Hold another storytime or booktalk, feature books and characters, and have teachers or librarians present their favorite new titles. Be sure to check on publisher permissions about reading books out loud.	Day 10		View event ideas

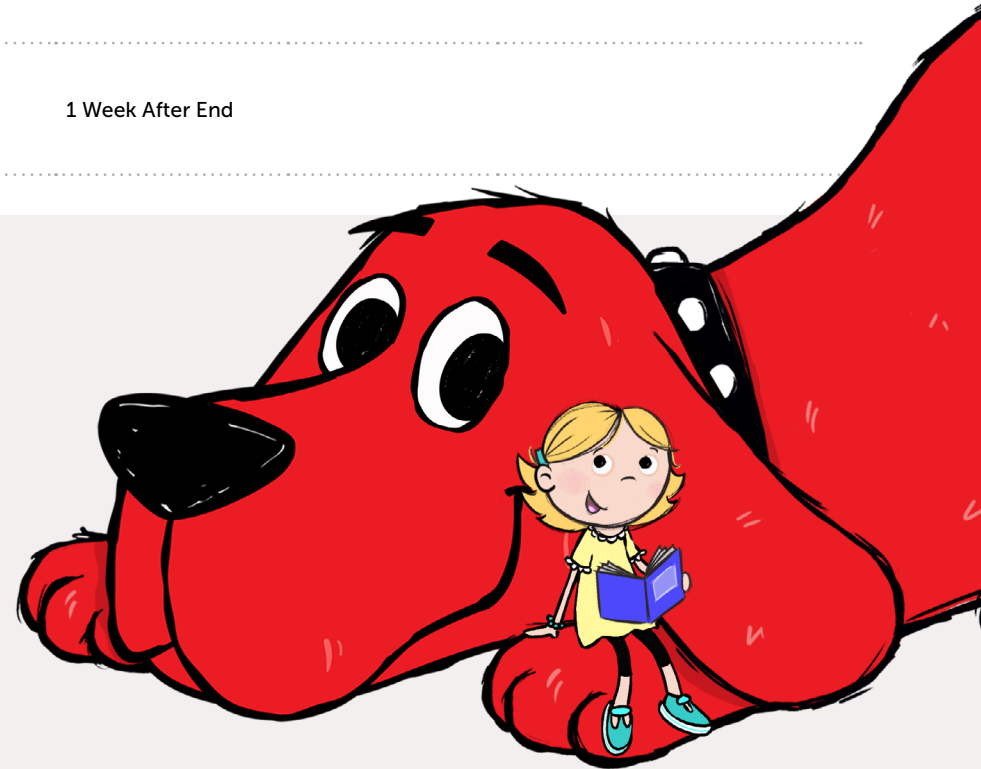
WRAP UP

Use all your channels to send one last reminder!

Point out the successes of the past two weeks, and share your appreciation for everyone's contributions.

PROMOTION	DETAILS	TIMELINE	MY DATES	LINK TO ASSETS
Email School Site—Last Chance Update!	Send one last "Don't Forget" message. Make it impactful!	Day 11		
Mobile Last Chance Message	Send one last "Don't Forget" message. Make it impactful!	Day 11		View suggested message copy
Social Post Last Chance Post	Send one last "Don't Forget" message. Make it impactful!	Day 12 or 13		View social copy
Email Wrap Up Thank You Email	Email your school community and thank them for their support and share the school's success.	1 Week After End		

**SEE YOU
NEXT YEAR!**



MY BOOK FAIR PLANNER + CALENDAR



SCHOLASTIC
BOOK FAIRS®
Safe . Easy . Essential .

MONTH:

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
