

IDEAS

GUIDEBOOK

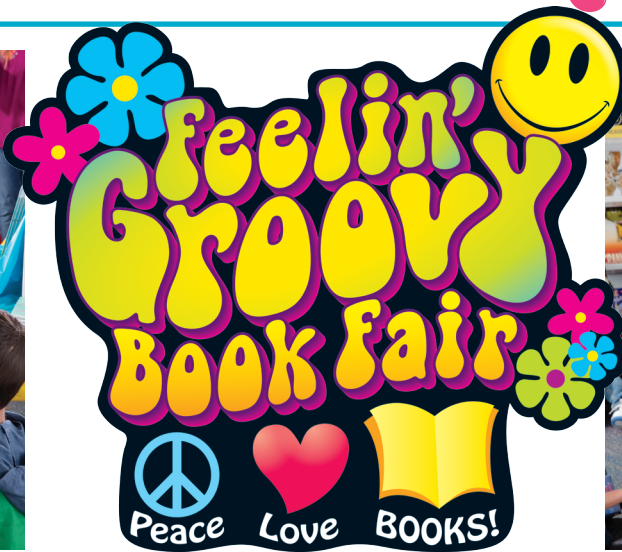
BOGO Spring 16



Celebrate reading with a Summer Reading Book Fair!



Pg. 18



Pg. 28

New Ideas!



New Tools!

Make your Book Fair week the best it can be!

GREEN REEF



GOALS

Page 3

Set goals to motivate your school.

Consider goals like:

- Number of books you hope to sell
- Number of reading minutes you wish students to read
- Results you'd like to achieve with:
 - All for Books™
 - Classroom Wish List
 - Summer Reading
 - Principal or teacher challenges

RECRUITMENT

Pages 4-7

Build a winning volunteer team!

Recruit a diverse group:

- Start 6-8 weeks out
- Hang "Volunteers Needed" banner outside
- Invite parents, grandparents, teachers, students, and civic groups
- Recruit a Student Crew
- Set up subcommittees for:
 - Theme and decorations
 - Special events
 - Advertising
 - Cashier team
 - Customer service
 - Setup/tear-down
 - Promotions and contests

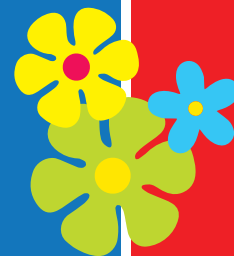
EXCITEMENT

Pages 8-25

Get your school excited and involved in the action.

Integrate these ideas and activities:

- Book Fair theme
- Decorations/props
- Merchandising strategies
- Teacher Preview event
- Classroom Wish List
- All for Books
- Family Events before, during, or after school
- Grand Event
- Faculty involvement
- Contests
- Summer Reading



This guidebook is divided into five key sections to help you plan, organize, and execute your most successful Book Fair.



ADVERTISING

Pages **26-29**

Spread the word about your Fair.

Try these ideas:

- Advertise to students, teachers, parents, and families
- Use items from the Planning Kit
 - Booklists
 - Posters
- Set up your homepage before your Book Fair begins
- Implement grassroots campaigns



TOOLS

Pages **30-31**

Use these helpful resources.

Our Toolkit makes running the Fair easier:

- Toolkit Tips and Fair Planner
- Download reproducibles to promote and run Book Fair programs

And, don't forget to check out these informative pages!

- Launching Summer Reading
- Share your ideas



Tabletop Fairs will not receive aluminum bookcases featured in this guidebook. They will receive books in 3-cell and 4-cell trays. The Scholastic EasyScan® system is not sent to Tabletop Fairs.

Permission to reproduce pages in this guidebook without restriction is fully granted by Scholastic Book Fairs®. Product in this guidebook may not be available at all Book Fairs.

Your Fair Planner

Now you can use the Book Fair Planner to organize activities and stay on track before, during, and after your Fair. The Planner automatically builds you a calendar and checklist of helpful reminders and suggested action items.

Go to your Toolkit to take advantage of the Planner to make your Book Fair **GREAT!**

- Helps you set your goal and posts it automatically on your Book Fair homepage.
- Shares tips and best practices for recruiting and managing volunteers.
- Guides you through conducting programs that build excitement and participation.
- Reminds you when and how to advertise your Book Fair activities.
- Sets up your personal calendar and checklist tools.

Find more information on page 30.



Look for this symbol for information about the Toolkit and reproducibles.



Throughout this guidebook, look for this symbol for helpful planner tips.

The Right Book at the Right Time

“Any book that helps a child to form a habit of reading, to make reading one of his deep and continuing needs, is good for him.”* Helping kids become readers is not just about opening a book; it’s about opening the right book—the book that gets them so excited to read they can’t put it down; the book that helps them see new places, understand new concepts, and makes them feel a part of something bigger. They know their interests best, which is why at Scholastic Book Fairs® we believe strongly in giving kids access to thousands of great books so they can find the one that’s just right for them.

Over the summer, access to books can become difficult for many families, and yet continuing the daily habit of reading is imperative to ensuring students’ progress doesn’t fall victim to the dreaded summer slide.

That’s where a Scholastic Buy One, Get One Free Book Fair comes in. Not only will your students be able to choose from a vast selection of titles before the summer vacation starts, they will be able to get twice as many for the same price. It’s a win-win that preserves all of the win-wins you’ve already achieved throughout the school year, taking the sentiment “Keep up the Good Work” to a whole other level, and their reading success, too.

OPEN a WORLD of
POSSIBLE



GOALS

Setting Book Fair goals helps put more books into kids' hands and keeps your school on its toes by positively motivating everyone to work together. Track the number of books sold through the Classroom Wish List program, the number of books or minutes read through a reading challenge like Read 100,000, or money raised for All for Books™.

Don't forget to place your Book Fair goal chart in a highly visible part of your school so students, parents, and administrators can see your progress and get motivated to reach it.



Groovy Idea!

NEW! Show how much you "lava" reading! Build a lava lamp with milestones that increase as you pull the string. Watch the lava float to the top as you meet your goals. For goal chart instructions, look in the Toolkit. **Fair Files** keyword: **GOALS**



Fair Planner allows you to set a goal for your Fair.





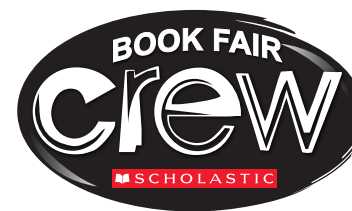
Designate an adult volunteer as your social media coordinator to spread the word about your Book Fair across all social media channels.



Hosting a Book Fair is a wonderful opportunity to get your whole school and community involved in your school's reading initiative. In addition to your Student Crew, recruit adult volunteers with varying skill sets then group them into committees to make the most of their talents.

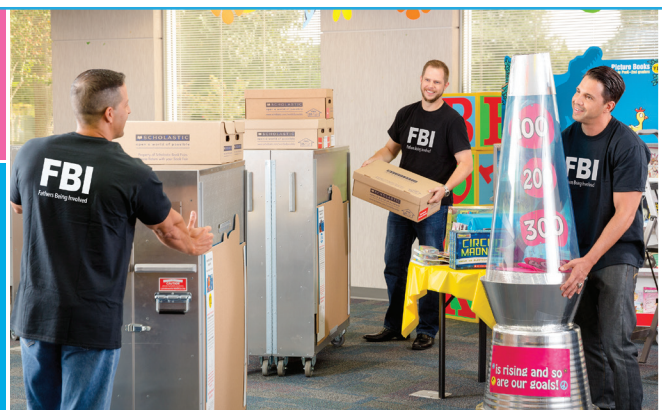
Benefits

Makes Book Fair organization more efficient and easier for Book Fair chairperson • Gives adult volunteers a chance to serve as role models for student volunteers • Increases overall school community interest in your Fair



◀ Have your Crew fill out and hang posters, create décor, share booktalks, and help get the word out about your Fair.

Call the FBI, also known as Fathers Being Involved! Include the dads in your school community by enlisting them to help with the heavy work, building props, and setting up and tearing down the Fair. ▶



4 RECRUITMENT Volunteer Team



REAL WORLD

Stories & Ideas

Incentives for Volunteers Go a Long Way

**Country Isles Elementary
Weston, FL**

Country Isles Elementary gave incentives to their volunteers by providing healthy snacks and coloring/puzzle pages for their children as they set up and broke down the Fair. It provided a thoughtful way to entertain volunteers' children while thanking the children for their patience.

A Hard Day's Night Pays Off

**Pearre Creek Elementary School
Franklin, TN**

When snow days cancelled school and rescheduled the Fair, the volunteer team rallied, working to ensure students still had the best Book Fair experience ever. After they finished setting up, they showcased their hard work in a video tour of the Fair to show during announcements to generate excitement.

Hear what parent volunteers are saying about their Book Fair experience:

- 40% say they don't need thank-you gifts. Knowing they helped their child is the best gift!
- 73% say they volunteer to show support for their child's education.
- 72% say it helps them stay connected to their child.
- 98% say they would volunteer again!

Ideas and Best Practices:

- Start recruiting volunteers 6 to 8 weeks before your Fair – advertise through PA announcements, school newsletters, emails, and letters home.
- Use a sign-up website to make coordinating volunteer time slots easier.
- Provide a menu of jobs with their time commitments. Find the menu of jobs in the Toolkit.
- **NEW!** Ask a volunteer to take the lead in your summer reading program.
- Train and thank your volunteers!



◀ *Create your own volunteer recruitment banner with some paint and a brightly colored bed sheet. Hang near your school's front entrance.*

Fair Planner reminds you when to meet with your volunteers, assign tasks, set up your volunteer schedule, and train for assignments.

For a volunteer digital brochure with more information, look in the Toolkit. Fair Files keyword: **VOLUNTEER**

Volunteer Roles

Be creative and find adults and kids with different skills and interests that can make your Book Fair team the best it can be. Form committees and delegate tasks;

there are many volunteer opportunities for all ages! Your adult volunteers will serve as great role models, while your student volunteers, or Student Crew, will learn valuable leadership skills. These symbols for **A** adult and **SC** Student Crew show which roles fit best for adults, kids, or both.

Benefits

Spreads out the responsibilities to maximize Book Fair efforts while minimizing the chairperson's workload

- Utilizes skills, talents, and resources within your school community
- Gives volunteers pride of ownership and increases word-of-mouth advertising



Co-Chair: The Co-Chair acts as the chairperson's right hand, providing support and assistance wherever it is needed most. He/she helps plan and conduct the Book Fair from start to finish and is invaluable in scheduling, training, and communicating with volunteers. The Co-Chair is selected by the chairperson. **A**

Advertising and Promotion Team: Members of the Advertising and Promotion Team focus on generating high awareness of the Book Fair and all activities with students, parents, and teachers. The team develops ideas for promoting the Fair and uses their creative talents to produce eye-catching signage and displays. Team members take the lead to build fun, creative table displays of books. **A SC**

Theme and Decorations Team: This team brainstorms fun ideas for an engaging theme and supporting activities. Team members create theme-inspired decorations and props to transform the Book Fair into an exciting community event. **A SC**

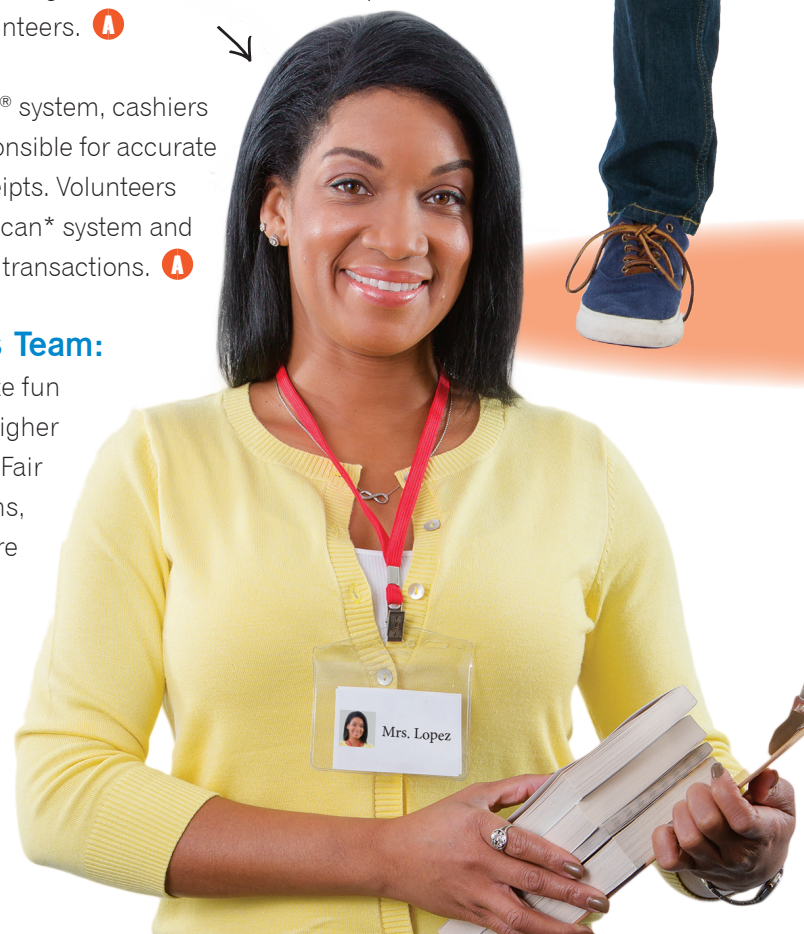
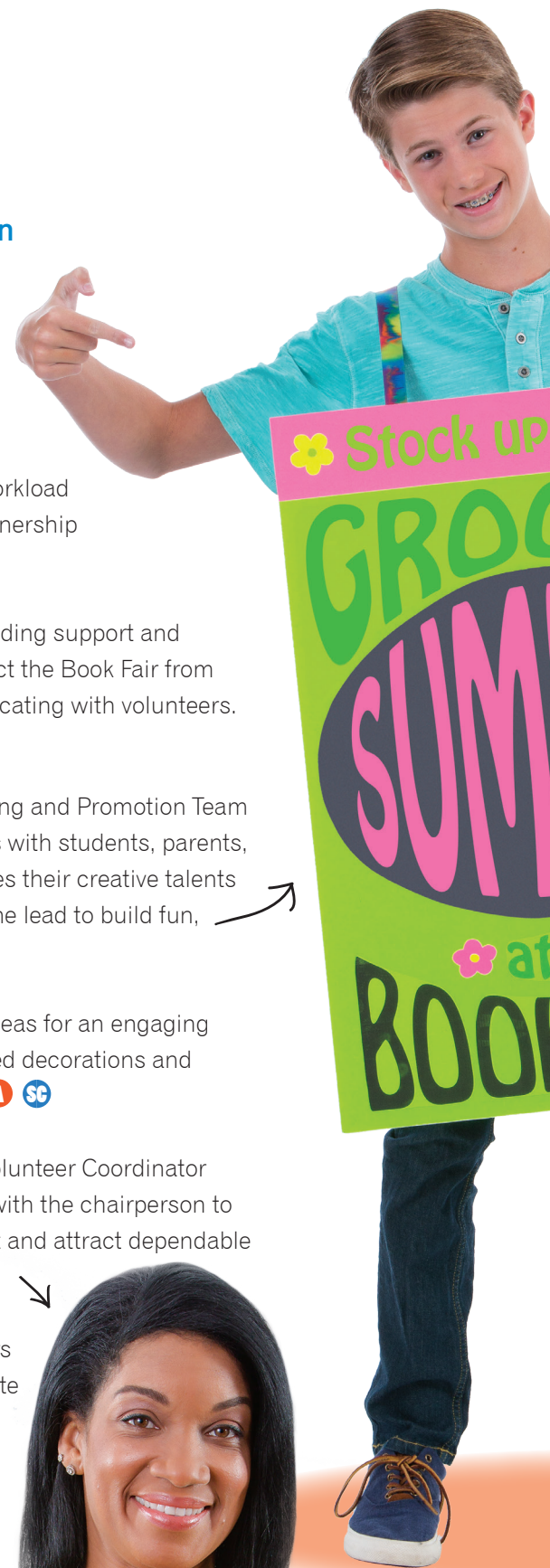
Volunteer Coordinator: Prior to the start of the Book Fair, the Volunteer Coordinator leads the recruitment of a reliable team of volunteers. He/she works with the chairperson to determine types of help needed and uses multiple strategies to solicit and attract dependable help, then enthusiastically trains and schedules volunteers. **A**

Cashier Team: Utilizing the Scholastic EasyScan® system, cashiers process customer purchases at the Fair and are responsible for accurate maintenance of the cash drawer and transaction receipts. Volunteers should be trained on how to use the Scholastic EasyScan* system and should be comfortable handling cash and credit card transactions. **A**

Contests, Programs, and Special Events Team:

These detail-oriented volunteers develop and organize fun contests and activities to excite students and drive higher

levels of interest in the Book Fair. They plan, organize, and implement special Book Fair programs to attract family and teacher participation. Popular contests and programs, including Family Events, Grand Events, All for Books™, and Classroom Wish List, are presented in detail in this guidebook and online in the Toolkit. **A SC**





Junior Crew Stands Out From the Rest

**Imagine School at Broward
Coral Springs, FL**

Instead of T-shirts, the Junior Crew at Imagine School at Broward wore custom-made gold medals to identify themselves as volunteers.

Small School Boasts Huge Junior Crew

**St. Pius X School
El Paso, TX**

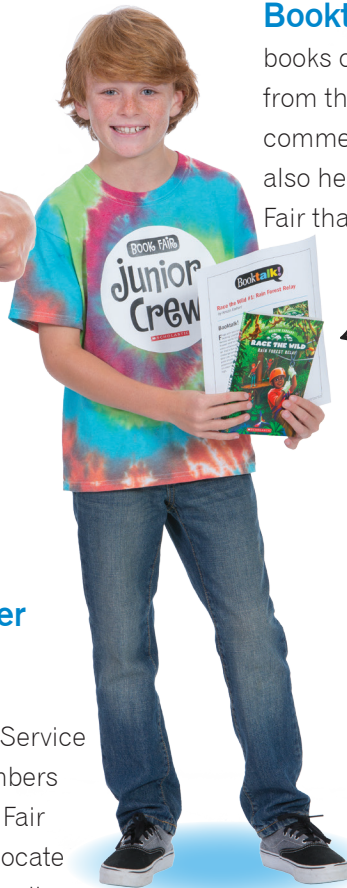
For a small school, St. Pius X School sure had a big Junior Crew! The 122-member Junior Crew managed every single aspect of the Fair, from helping with checkout, dressing as Clifford, making decorations, and presenting booktalks.

Handmade Art Transforms Fair

**Switlik Elementary School
Jackson, NJ**

Fifth graders made up the Junior Crew at Switlik Elementary, where they helped separate and staple flyers to advertise the Book Fair, and also made posters and paper plate crab decorations, transforming the space into an underwater aquarium.

Booktalk Team: The Booktalk Team promotes new books on the Fair by reading them, then sharing highlights from the books in fun ways during classroom visits or commercials over the school's audio/visual system. They also help student and parent shoppers find books at the Fair that satisfy personal interests. **A SC**



Customer Service Team:

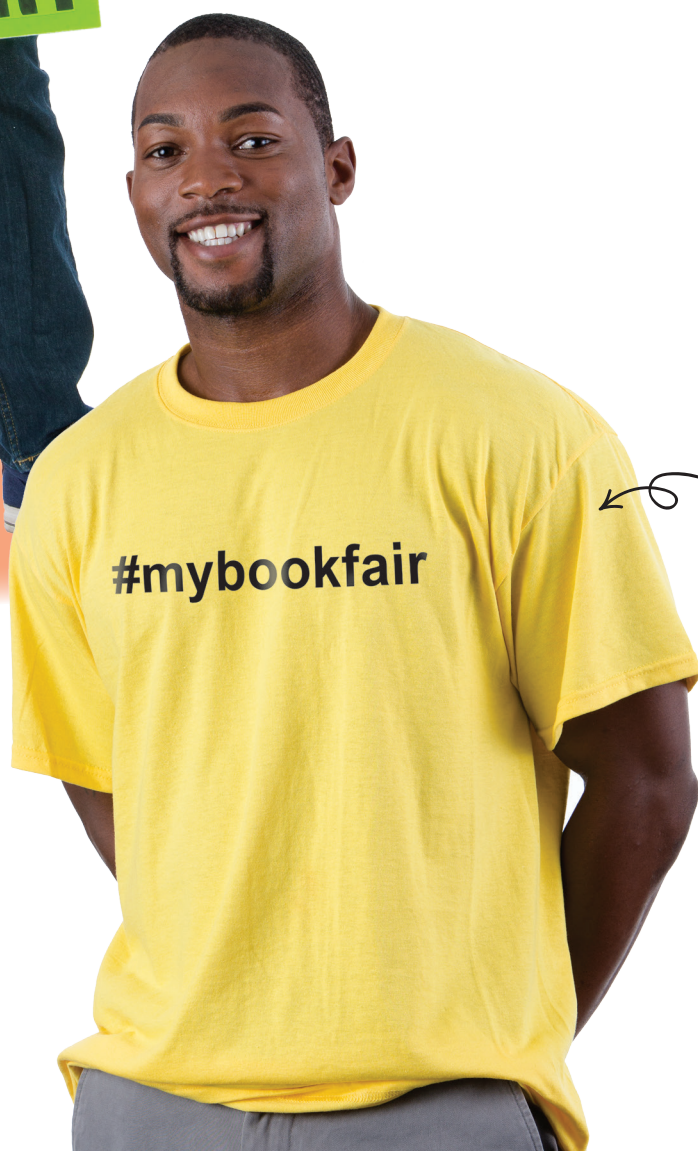
Customer Service Team members help Book Fair shoppers locate books, as well as answer questions about Book Fair programs, titles, and product pricing. They also help bag purchases, keep books orderly, serve refreshments, or provide customers or volunteers with assistance. **A SC**



Online Coordinator: This tech-savvy volunteer uses his/her knowledge of social media and online applications to promote and support the Book Fair. He/she assists in setting up the school's Book Fair homepage. **A**

Book Fair Support Team:

Members of the Book Fair Support Team help in a variety of ways. Some help set up and prepare the Book Fair for opening day. Others maximize special skills, like baking, to support special activities and events by providing refreshments and food during Book Fair week. Team members also help to re-pack the Fair when it is over. It's perfect for the FBI (Fathers Being Involved)! **A SC**



Monochromatic Monday

Tie-Dye Tuesday

Wacky Hair Wednesday

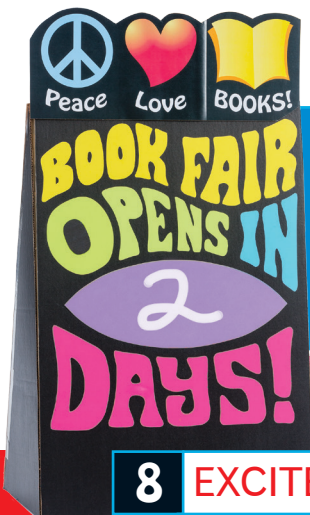


THEME

The featured spring theme is an opportunity to create good vibrations where books and kids come together in harmony, **Feelin' Groovy Book Fair: Peace, Love, and Books!** Adorn your halls, classrooms, and Fair with flower power, peace signs, and a groovy vibe. Utilize ready-made décor kits, tips, instructions, and reproducibles from our professionally produced marketing materials—everything you need to minimize your workload but maximize results.

Benefits

- Gives Book Fair an original, inspired feel each season
- Increases student involvement with modern, popular appeal
- Creates a strong foundation to build goals, challenges, and events



◀ Create suspense with a countdown sign outside the doors of your Fair. Consider keeping windows of the room covered and the inside top secret until your grand opening.

Photo ops are a fun way for families to capture the memories of their Book Fair experience. ▶





Groovy Idea!

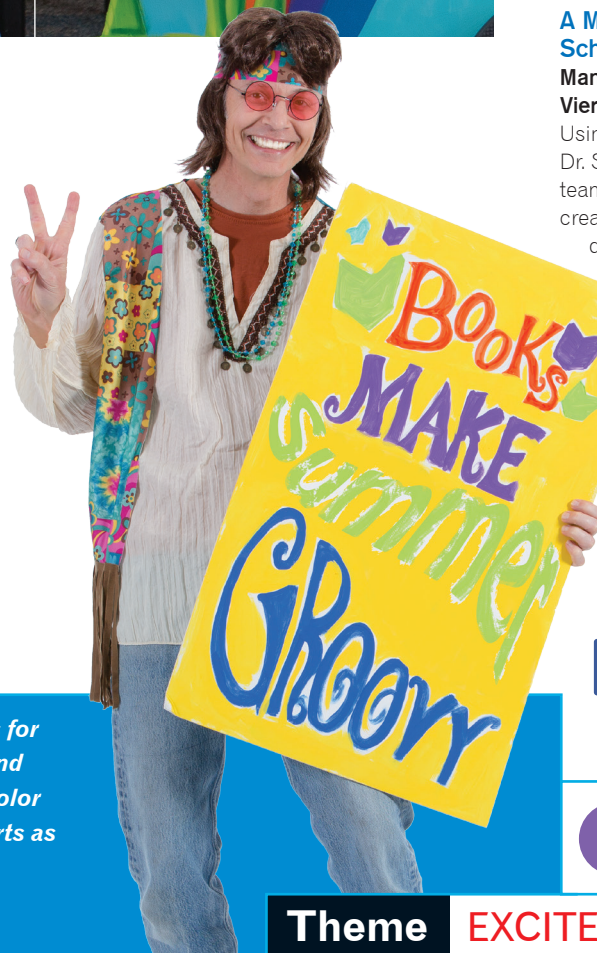
NEW! Create an entire Book Fair week of spirit days — have a Monochromatic Monday, Tie-Dye Tuesday, Wacky Hair Wednesday, Team Thursday, and Fringe Friday.

Ideas and Best Practices:

- A theme is more than just decorations – include reading activities, contests, events, and more!
- Incorporate the Book Fair theme into your schoolwide curriculum – connect to social studies, language arts, art, and more.
- **NEW!** Introduce students to popular music from the '60s with a guest DJ every day.
- Create your own theme or let your Student Crew come up with one they'll get excited about.



◀ Make tie-dye T-shirts for your Student Crew and enlist each class to color "tie-dye" paper T-shirts as Fair décor.



REAL WORLD

Stories & Ideas

Creating a Cozy Reading Environment

Living Stones Christian School
Alvin, TX

The best kept secret at the Living Stones Christian School Book Fair was the Reading Reef, a secluded coral nook where shoppers could cozy up with their new purchases, reading together, by themselves, or with a fish!

School Makes Fair Environmentally Friendly

Burnt Hickory Elementary School
Dallas, GA

Burnt Hickory Elementary School maximized their resources and minimized waste by repurposing recyclable or existing materials to use in their decorations. They wrapped up their Fair with a Family Fun Night and a celebratory sand castle building contest.

Dressing the Part

Country Isles Elementary School
Weston, FL

The volunteers at the Country Isles Elementary Book Fair not only decked out their media center and breezeways in oceanic decor, they carried the theme into their outfits, too! Volunteers dressed to the nines in handmade aprons with glittery scales, iron-on Under the Sea logos, and beads.

A Memorable Theme Was This School's Dream

Manatee Elementary School
Viera, FL

Using Read Across America Day and Dr. Seuss's birthday as inspiration, the team at Manatee Elementary School created a fantastical week, where each day was a tribute to a different

Dr. Seuss book. The week ended with the first-ever Thing-a-ma-Jogger 5K, and the "Oodles of Noodles, and Oodles of Fun" Family Event and Pre-Race Dinner, collecting 1,400 books for children in need, and raising nearly \$13,000 for the school.



Share your ideas & photos
#mybookfair



Find other theme ideas in the Toolkit. Fair Files keyword: **THEME**



Groovy Idea!
NEW! Create excitement for the Book Fair with a colorful entrance. Use vibrant plastic tablecovers to wrap your walls in a swirly, 60's pattern.

Make the doors pop with a groovy archway.

DÉCOR & MERCHAND

Invite shoppers to jump back in time to a place where peace, love, and books rule! Enlist the help of your Student Crew, adult volunteers, and your school community to create decorations and set up the Fair. Take the green approach and reuse existing materials. And, be sure to visit our online Toolkit for lots of decorating tips, prop ideas and instructions, printables, and more!

Benefits

Brings Book Fair theme to life • Showcases product to its full potential • Directs shoppers through Fair • Increases traffic by giving everyone more reasons to check out the Fair • Helps create a memorable event that stays with kids for a lifetime



◀ Plan a poster giveaway for your poster "floor samples." Decorate brown paper bags for each poster. Then, give students a ticket for every book they purchase.

Set up tables so there is a good flow throughout the Fair. Merchandise tables with books on different levels to create visual interest. ▶





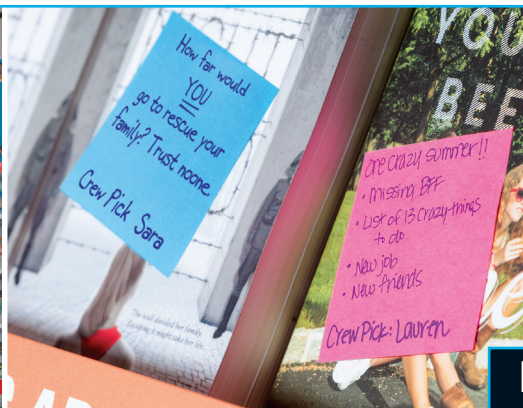
Inflate six balloons, five for petals, one for the flower center. Then, attach to the covered wall.

Create suspense with a countdown sign outside the doors of your Fair.

DISING

Ideas and Best Practices:

- Play kid-friendly, theme-related music.
- Decorate beyond the Book Fair—have a classroom door decorating contest.
- Recommend popular titles that go well together with a shelf-talker or simple sticky notes, while also reminding shoppers of the Buy One, Get One Free opportunity.
- Encourage everyone to wear tie-dye, fringe, and bell bottoms for the week.
- Leading up to the Fair, ask students to create crazy art in a style from the 1960s.
- Use your Scholastic Dollars™ to buy a Book Fair decorating kit, while supplies last.*



◀ Ask your Crew members to recommend their favorite reads. Keep it simple with colorful sticky notes. The peer-to-peer word of mouth will go a long way in generating buzz for popular books.



Share your ideas & photos
#mybookfair

For prop instructions and more, look in the Toolkit Fair Files in the themes and decorations section.



*Book Fair Decorating Kits are available through the online Scholastic Dollars Catalog, while supplies last.



Talk up your favorite reads with your colleagues. Share booktalks and recommendations of titles they will love as much as their students.



TEACHER PREVIEW

Host a Teacher Preview to build your classroom libraries and watch your students grow as readers! Invite teachers to an exclusive preview where they can be the first to check out the Book Fair, choose books for their Classroom Wish List, and nosh on yummy snacks. They'll generate excitement among students when they get excited, too!

Benefits

Offers teachers a chance to shop the Fair and make Classroom Wish List selections • Is a great way for teachers to add fiction and nonfiction titles to classroom libraries • Creates Book Fair excitement when staff give students the inside scoop on book titles available



◀ Visit the online Toolkit to access reproducibles, clip art, and more to help you enhance your Teacher Preview.

Serve simple snacks with a 60's theme, like: smiley face cookies, tie-dye gelatin molds, cheese in a can, and fondue! ▶





REAL WORLD

Stories & Ideas

A Preview Packet of Perfection Lifegate Christian School Segain, TX

Lifegate Christian School created a teacher packet for the Teacher Preview, including craft ideas, a scavenger hunt game, "You've Been Caught Reading" tickets, snack ideas, Classroom Wish List how-to, and Scholastic representative contact information.

Giving the Gift of Reading Naples Christian Academy Naples, FL

The Book Fair chairperson made signs to encourage the purchase of gift certificates for teachers, placing them on tables and at cash registers, increasing sales and fulfilling all Classroom Wish Lists!

A Wish, a Starfish, and a Lot of Books

Smoky Row Elementary School Carmel, IN

Smoky Row Elementary School had 100% participation for teacher and student previews, and collected 147 books from the Classroom Wish List, an amazing 300% increase from last year! Each student who purchased a book from the Wish List rang the "starfish bell," and then signed a starfish and hung it on the wall.

The Early Birds Get the Books Switlik Elementary School Jackson, NJ

Switlik Elementary hosted an early morning Teacher Preview where teachers got a sneak peek at the Fair and created Wish Lists. They enjoyed under-the-sea treats and coffee and participated in a raffle where 10 teachers' names were pulled to receive prizes.

Ideas and Best Practices:

- **NEW!** Share information about the Scholastic Summer Reading Challenge and encourage teachers to sign up their students.
- Plan the event during hours that will be most convenient for teachers to attend.
- Encourage teachers and Student Crew members to share booktalks.
- Send invitations to teachers and school staff.



Pay homage to the pop art of Andy Warhol ▲ with this clever Teacher Preview invitation. Download the template from our Toolkit. Fair Files keyword: **TEACHER PREVIEW**

◀ Promote the Classroom Wish List program, then let the students pick the books from their teacher's list. It's a wonderful way to motivate kids to read and refresh a classroom library!



Fair Planner shows you how to prepare for a Teacher Preview while the calendar alerts you to send invitations.



For instructions and other reproducibles, look in the Toolkit. Fair Files keyword: **TEACHER PREVIEW**





NEW! Let shoppers who make a Classroom Wish List purchase ring a bell as a thank you for their contribution. It's a nice way to recognize their donation and draw attention to the program.

CLASSROOM WISH LIST

All children should have great books readily available to them at all times, and the best way to do that is to get more books into your classroom! Our Classroom Wish List program is an easy, effective way to do just that. Choose the books you want, share your list during the Fair, and watch your students discover their love of reading.

Benefits

- Builds and refreshes classroom libraries • Gives all kids access to a wider assortment of books
- Encourages independent reading

For every book purchased as part of the Classroom Wish List program, give a bookplate to be placed inside the front cover so teachers can fondly remember the special someone who gave it to them.





ALL FOR BOOKS



NEW! Make a donation and make a smile. For each All for Books donation, give shoppers a yellow handprint to write their name on and tape to a smiley face poster. Download the template for both from the Toolkit. **Fair Files** keyword: **ALL FOR BOOKS**

All for Books is an easy and effective way to unite the school community and provide more books for kids and teachers. Scholastic Book Fairs® will match schools' monetary donations with a donation of up to \$1 million in books from The Scholastic Possible Fund, which distributes books to children through organizations such as the **Kids In Need Foundation, Reader to Reader, Inc.,** and the **National Center for Families Learning.**

Participating in the All for Books program increases your Book Fair revenue. It also brings more shoppers into your Fair. But the financial gains are just a side note to the real benefit of All for Books – giving more books to more children.

Benefits

Gives more kids a chance to be proud book owners • Provides kids access to books they want to read through classroom libraries • Serves as an altruistic opportunity, teaching the importance of helping others • Boosts Fair revenue



Students Went All Out Pearre Creek Elementary School Franklin, TN

To really get the students excited about All for Books, Pearre Creek Elementary School hosted a few contests. Each class that raised more than \$100 won a popcorn party, and the class that raised the most money won the right to be anchors on the school news for a week. The goal was to raise \$2,000 and they exceeded it!

Giving Books and Hope to Kids Switlik Elementary School Jackson, NJ

Switlik Elementary school raised \$3,402.91 just by bringing in different coins on different days. They bought new books for their school and \$1,100 worth of books for Ocean of Love, a non-profit that supports children with cancer. Thanks to them, many children felt love wash over them!

All for Books and Books for All Lakeshore Elementary School Rochester, NY

As a Title 1 school with less than 400 students, Lakeshore Elementary planned multiple contests and activities to raise money for their All for Books campaign. From a Lollies for Literacy board to a coin challenge and games at their Family Event, this small school raised more than \$1,000 for their All for Books campaign, growing their overall Fair sales by 12%!

Ideas and Best Practices:

- Identify a cause for your donations and promote it to your school community.
- Place the collection container (found in your Planning Kit) at your cashier table during your Fair. Instruct cashiers to actively ask shoppers if they would like to contribute their change or a dollar to help purchase books for classroom libraries.



- Invite shoppers who donate a dollar or more to write their name on a book slip. Look for generic and themed book slips in the Toolkit. Fair Files keyword: **BOOK SLIP**
- Plan engaging contests and challenges that kids and faculty can't pass up. Consider theming your All for Books collection ideas and containers just like your Fair.
- Conduct loose coin drives before and during your Fair. Try a **Battle of the Coins, Coin-for-a-Day Challenge**, or themed **This vs. That** student vote.
- Give reading tickets to those teachers and students you will buy books for using All for Books funds. Coupons should be redeemed at your Book Fair. For the Reading Ticket reproducible, look in the Toolkit. Fair Files keyword: **TICKET TO READ**

Remember, all funds generated through the All for Books program must be used to purchase books from your Book Fair to provide more students access to books.



NEW! The Power is in the flower! Help more kids get more books by making a lollipop or pencil pull. Participants can donate 25 cents to the All for Books campaign for the chance to pull a lollipop or pencil. If the end is painted or sharpened, they win a prize!



We want to hear all about your All for Books!

Share your ideas with us by tagging your social media posts with #mybookfair. Be proud of the great work you and your team are doing to ensure more kids get more books!



NEW! Watch a short step-by-step video to learn how to make this Flower Power Pull. Fair Files keyword: **FLOWER POWER**



Fair Planner tasks link directly to useful materials and Fair Files for running a fun and rewarding All for Books campaign.



For an All for Books digital program brochure, informational video, and reproducibles, look in the Toolkit. Fair Files keyword: **ALL FOR BOOKS**

Groovy Idea!

Chill out with a good book, ice cream, and your family at an Ice Cream Social event, where the treats are cool, and the prices are even cooler.

Welcome!

Ice Cream Social & Buy One, Get One FREE Book for

FAMILY EVENTS

Make reading a family affair by hosting Family Events!

Benefits

- Encourages family involvement in kids' reading activities • Helps build home libraries
- Offers parents topics and books that interest their children

Ideas and Best Practices:

- Involve your community by asking local businesses for food donations or discounts.
- Schedule Student Crew member booktalks during the event.
- Include a prize raffle for kids who bring a parent with them.
- Promote your event with emails, flyers, and sandwich boards in front of the school.
- Invite community librarians to your Family Event to pass out library cards for summer reading.
- Reach out to nearby preschools and incoming students for an event just for them.
- For younger siblings, set up craft tables to make groovy art and flower headbands, and have face painting, too!

Schedule different events to occur before, during, and after school so everyone has the chance to attend. Examples:

- **Before School** – Muffins for the Mamas; Pancakes for the Papas; Peace Out Pastries for Parents
- **During School** – Lunch With a Loved One; Books and Lunch Together (BLT)
- **After School** – Read-In at the Book Fair; Pajama Night
- **Celebration of Reading Literacy Event** – Students and family members visit different classes for read-alouds, have their picture taken at a photo op, receive helpful handouts that include tips and tools to promote reading at home, and shop at the Book Fair.

REAL WORLD

Stories & Ideas



A Fishy Family Fin-Tastic Event Coconut Palm Elementary School Miramar, FL

The Under the Sea Family Night was like none other at Coconut Palm Elementary School. Families and staff came together to celebrate reading with games, karaoke, performances, raffles, photo ops, dancing, and a costume contest!

Turning Challenges Into Book Fair Success

Pearre Creek Elementary School Franklin, TN

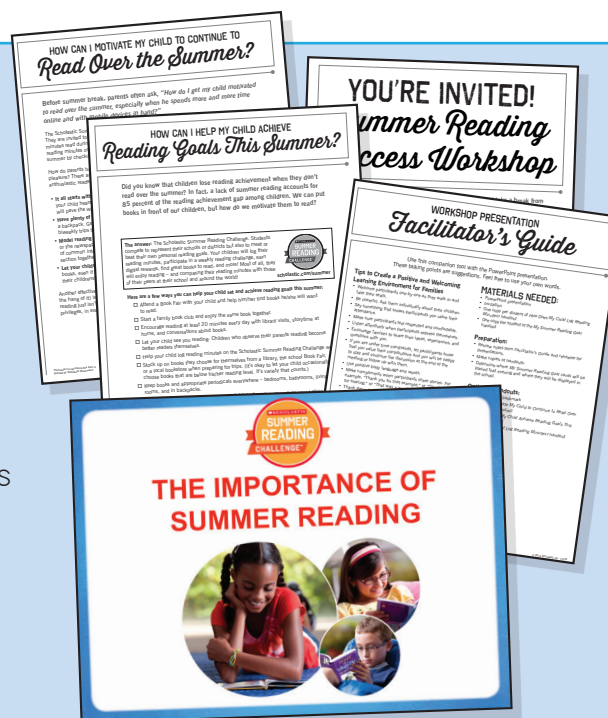
A week-long snowstorm didn't get in the way of this Book Fair! Pearre Creek rescheduled their Family Event, combining it with their annual Jump Rope for Heart Event. This brought more families into the Fair than ever before. Families enjoyed delicious food from local food trucks, face painting and balloon art by artists, and of course, shopping at the Book Fair. Overall, the school increased their sales by nearly 20% and committed to holding their Family Event on Saturdays from now on!

An Ocean of Fun and Learning Hartsburg Emden, Community Unit School District Emden, IL

Teachers at Hartsburg Emden, Community Unit School District created reading-based stations to visit throughout the Family Event, including water science, alliteration about ocean animals, math, and ocean art. Everyone wore octopus T-shirts that said, "Get your tentacles around a good book. Family Reading Night 2015."

Summer Reading Parent Workshop

This no-cost workshop helps prevent the summer reading slide attributed to the lack of reading over the summer. Use it to enhance parents' understanding of the importance of summer reading and things they can do to support, monitor, and motivate their children to continue to read throughout the summer. This program aligns with the Common Core State Standards (CCSS) and Title I parent involvement requirements. A Facilitator's Guide helps you plan each step of the program. Download the complete program from the Toolkit. Fair Files keyword: **SUMMER**



Fair Planner shows you how to plan, notes when to send out invitations, and reminds you to invite special visitors to your event.



For a digital brochure, best practices, and reproducibles, look in the Toolkit. Fair Files keyword: **FAMILY EVENT**





GRAND EVENTS

Often one of the most successful Book Fair activities, a Grand Event includes other special loved ones in your students' lives whether they're a grandparent, relative, aunt or uncle, neighbor, or a devoted caregiver.

Benefits

Gives Grands a chance to spend time with their grandchildren and learn more about what interests them • Helps build grandchildren's home libraries • Provides another avenue for increasing Fair participation and sales



Print out these themed coffee sleeves that are not only cool, they'll keep hands cool too! Find them in your Toolkit. Fair Files keyword: COFFEE





A Grand Event isn't just for grandparents, it's for anyone special in a student's life.

Ideas and Best Practices:

- Schedule a Grand Event separate from your Family Event.
- Recruit Student Crew members to help with event promotion and customer service.
- Welcome Grands to your event with an attractive sign that promotes the great **buy one, get one free deal**.
- **NEW! Timeline Travel Trivia:** Travel back in time with your Grands, reminiscing about the good ole days and memorable events in their past. Highlight monumental moments such as the moon landing and have Grands share what they remember most about that day.
- Host it as a breakfast or a lunch event.
- Plan Grand visits at different times of the day instead of holding one big event. Try grouping visits by classes or grade levels.
- Enter students' names into a Grand Raffle when they show up with a Grand.
- Serve simple, but yummy items like coffee, donuts, and fruit.

GRAND EVENTS

G – Grandparents
R – Relatives
A – Aunts & Uncles
N – Neighbors
D – Devoted Caregivers

REAL WORLD

Stories & Ideas



Multiple Grand Events Create Connections Cherry Creek Elementary School Springville, UT

Cherry Creek Elementary School didn't have just one Grand event, they had many! Sitting at tables decorated with ocean blue tulle and "creatures" swimming inside it, Grands and their children connected over food, art, and of course, books!

First-Time Grand Event a Huge Success

Carden Conejo School Westlake Village, CA

Carden Conejo had a lot of firsts with this Fair, including their first-ever Grand Event, where they welcomed more than 100 attendees, helping them surpass their books sold goal of 1,200 books!

Serving Up Breakfast and Memories

Cathedral Daycare Grand Island, NE

To go along with their Cat in the Hat theme, Cathedral Daycare hosted a Grand Event complete with juice, coffee, rolls, and green eggs and ham. The Cat in the Hat read a story to more than 50 Grands and 30 children.

Grands Came Out in Masses

Saint Elizabeth Anne Seton Springfield, MO

Saint Elizabeth Anne Seton became a believer in Grand Events when they hosted their first one and increased sales by \$2,400! They invited grandparents to join them for a light breakfast after Mass followed by Book Fair shopping with grandkids.



Fair Planner shares best practices and tips for a successful Grand Event while providing a timeline for key activities.



For a digital program brochure, video, and invitations, look in the Toolkit. Fair Files keyword: **GRAND EVENT**



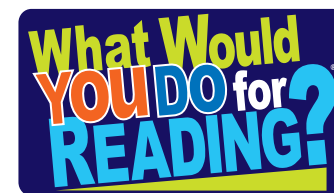
NEW! Would your principal run through a cloud of colored chaos? How about your whole school? Reward your students and faculty with a Very Fun Color Run as part of a What Would You Do for Reading? challenge.

FACULTY INVOLVEMENT

The more involved your school leaders are in the Book Fair, the better it will be! Keep your principal in the loop with planning, goal setting, and promotion, and enlist their help with the fun challenge-and-reward program — What Would You Do for Reading? Have a color run, silly string the principal, or paint his/her car with special window paint.

Benefits

Attracts more students, parents, and teachers to the Fair events • Sends a clear message that the school and its leaders are committed to the Book Fair and promotes a strong reading culture



Ideas and Best Practices:

- Plan a faculty member wacky stunt or award students a special privilege when your school meets its goal.
- Hold a fun Hula-Hoop contest for faculty.
- Reward students with extra recess and a popcorn party.
- Ask your principal to send out reminders to parents as an automated phone message reminder and/or letters and emails home.
- Co-host the Teacher Preview with your principal to increase teacher attendance.
- Schedule special principal and faculty booktalks for the morning news and Fair events.



Share your ideas & photos
#mybookfair



Fair Planner reminds you of the steps to take for success, including an important incentive when students achieve their reading goal.



For more information and a program video, look in the Toolkit. Fair Files keyword: **WHAT WOULD YOU DO**

A Pajama Party for Reading Slackwood Elementary School Lawrenceville, NJ

The Slackwood Elementary School principal hosted a Pajama Party and Literature Night as the What Would You Do for Reading? reward, complete with milk, cookies, story time, and everyone wearing pajamas! Parents learned about the importance of summer reading and each child received a free book.

Books and Character Posters to the Rescue

Coconut Palm Elementary School Miramar, FL

At Coconut Palm Elementary's spring Book Fair, each class created a life preserver poster featuring a character from their favorite book. Everyone from Fly Guy to Pete the Cat and Nugget and Fang made an appearance in the contest!

Students "Guess Who?" to Discover Great Books

Saint Mary Magdalen School Wilmington, DE

Teachers love a good book. At Saint Mary Magdalen School, teachers chose their favorite books and set up a "Guess Who?" game. Students could lift a copy of each book cover to see a picture of the teacher who chose it.



CONTESTS

NEW! Create an Estimation Station with multiple games for kids of different grades. Invite students to guess how many pieces of candy, petals on the flowers, or pages in the stack of books.



Kids love a good contest, and they love winning prizes even more! Have multiple contests throughout Book Fair week and have a prize pickup in your Fair so students are sure to visit the main attraction multiple times.

Benefits

Adds an excitement-charged energy to your Fair each day • Attracts more kids to the Fair • Encourages multiple visits

Ideas and Best Practices:

- **NEW!** Challenge classes to team up to create a 60's inspired poster with a Fair theme or reading message. Award prizes to the class with the best poster.
- **Book Character Art Contest** – Invite students to draw their favorite book character and use the art as decorations at the Fair. Have students vote on their favorite.



Encourage students to "use their head" for a best book cover look-alike contest. Have students pose with a book where they become part of the cover. Take their photo and then have students vote on their favorite.





NEW! Reinforce the reading habit by planning end-of-the-year activities like a schoolwide Read-In.

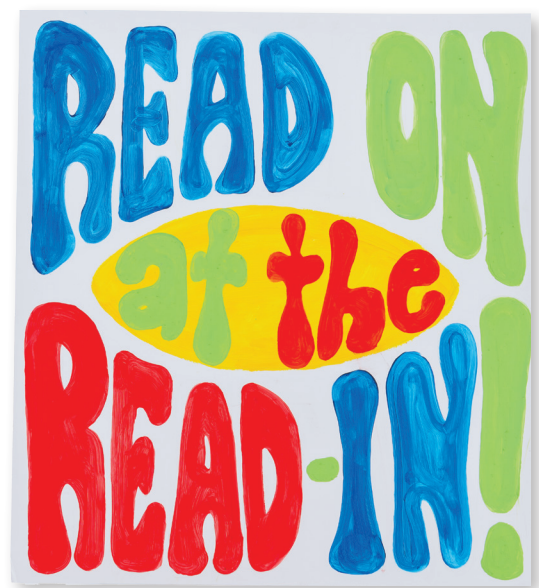
SUMMER READING

Ignite a reading culture at your school that lasts beyond Book Fair week and into the summer! Studies show having a book fair and allowing kids to choose books they love for their summer reading has as much effect in preventing the summer slide as if they attended summer school*.

But having the right books is only the first step. During your Book Fair, strengthen good reading habits with motivating programs like READ 100,000 and What Would You Do for Reading?® Students join a school team and attempt to read 100,000 minutes or more, tracking their minutes online while working towards a fun What Would You Do for Reading? reward.

Once summer hits, keep up the momentum with the Scholastic Summer Reading Challenge featuring Read for the World Record. With these two programs, school teams track reading minutes in an attempt to set a new global world record!

For more information on creating a successful summer reading program, as well as educator support, advice for parents, and more, visit scholastic.com/summer.



*Richard L. Allington and Anne McGill-Franzen, "Eliminating Summer Reading Setback," Reading Today (2013)



Benefits

Motivates kids to practice reading • Makes it easy for schools to track minutes by student, grade, and class

Ideas & Best Practices:

- Start organizing your summer reading team early. Springtime can be a busy time with testing and other schoolwide activities, so consult with your school or district IT staff, parent volunteers, and other school staff to spread out the effort.
- Set a reading goal and post it for everyone to see.
- Motivate students with a wacky stunt or a special privilege if your school meets its goal.
- Initiate a challenge among grade levels or with another school.
- Hold a summer reading pep rally to start generating enthusiasm!
- Send home information in your school's summer reading packet or with students' report cards.
- Check into keeping your school library open for the summer, even if it's one day a week.



The READ 100,000 and Scholastic Summer Reading Challenge websites feature a dashboard for educators to manage classes and track reading progress.

Additional family programs to help readers of all ages and levels:



Make the most of parent involvement. Children who are read to for at least 20 minutes a day dramatically increase their reading abilities. Raising Readers focuses on three ways adult family members can read to and with their children — “I READ TO YOU, WE READ TOGETHER, AND YOU READ TO ME.” This interactive workshop models simple effective ways for families to make the reading experience successful.



Reach out to parents of rising preschoolers with the Kindergarten Readiness family event program. Simply invite those families to your Book Fair, introducing them to your school and its reading culture. Then share preschool-to-kindergarten transition tips plus curriculum, class routine, teacher's expectations, and pre-reading skills information.



Parents and students at your school can try this no-cost program together. They'll learn how to be detectives by investigating informational text in a fun, interactive way. This program shares strategies for finding pertinent information in nonfiction text by scrutinizing sources that all family members will enjoy. For more information, talk to your Book Fair consultant.



For Summer Reading how-to and reproducible reading logs, certificates, and flyers, look in the Toolkit. Fair Files keyword: **SUMMER READING**

PLANNING KIT

A little bit of professionally produced, promotional help is located in your Planning Kit box. From posters to booklists, we've given you some materials to start building an advertising campaign. Just add your Fair details where needed. Then, brainstorm attention-getting ideas with your Student Crew and volunteers to include in your Book Fair advertising blitz.

Directional Arrows ▶

Make a path of arrows, directing shoppers through your school and into your Fair.



Front

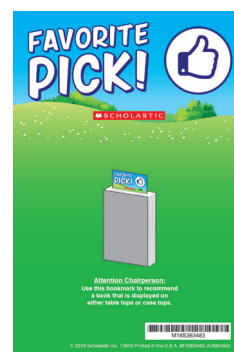
◀ Booklists

Create labels promoting Fair dates, times, and location and then attach to booklists. Pass out to students one week before your Fair. Contain messages to parents about importance of summer reading.



Shelf-Talkers* ▲

Promote your top picks for books found in cases using these.



◀ Bookmarks

Attract attention to books displayed on tables by placing a bookmark in the book as shown.

◀ Indoor Posters

Fill in the dates, times, and location of your Fair. Hang in the busiest areas of your school. Three different versions of posters include backsides with two smaller posters (one in Spanish), a goal chart, and reading inspiration.



Two Smaller Posters ▼

Advertise in English and Spanish.



Back

Goal Chart ▼

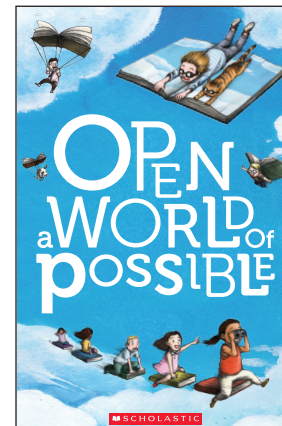
Display in a highly visible area and track your Fair's progress.



Back

Open a World of Possible ▼

Inspire a love of reading. Hang in the media center.



Back

*Tabletop Display Fairs do not receive this item.

BOOK FAIR HOMEPAGE

Your Book Fair homepage is a key component for getting the word out about your Fair. We've created an all-new homepage builder tool to easily create your Book Fair homepage!

New! Homepage Builder Features

- Set up your Fair schedule easily. Simply drag and drop events.
- Create events with RSVPs so you can track how many people will attend.
- Share your homepage on phones and tablets where your school community can view all your Book Fair news.
- Select the Homepage button in your Toolkit menu to get started.

Publicize Your Book Fair News

Include your homepage link in flyers, letters, and emails, and on your school's website.



SCHOLASTIC Book Fairs CHAIRPERSON'S TOOLKIT

Welcome back Joy Pirino Sign Out | My Account

AT A GLANCE TOOL MENU Help

Book Fair Homepage Builder

You have unpublished changes to your Homepage. **PUBLISH NOW** Publish later

Make your homepage your own! It's easy to personalize messages, add events and times on your daily schedule, or adjust your online shopping dates.

To edit, click the links to the left of each section. You may edit as often as you like. Be sure to publish when you are satisfied with your updates.

Your Homepage Address: [Change URL](#) | [View Your Live Homepage](#)

<http://bookfairs.scholastic.com/homepage/gctest5>

Find a Fair: Starting 21 days before your Fair, your school community can locate your Homepage at: www.scholastic.com/fair [Enable](#) | [Disabled](#)

Sample accounts are set as "Disabled" so they will not appear on Fair Finder

Use our ready-to-go resources to promote your Fair. **PROMOTE**

SCHOLASTIC Brought to you by Scholastic Book Fairs

Western Elementary BOOK FAIR

May 16 - May 20

612 Newport Avenue
Altamonte Springs, FL 32701
Media Center

Edit School Details and Location

Edit Welcome Message

“ Our Scholastic Book Fair is a reading event that provides the books kids want to read. It's a wonderful selection of engaging and affordable books for every reading level. Remember, all purchases benefit our school. See you at the Book Fair! Your Principal ”

Edit Volunteer Message

Volunteer to Help at the Fair!

Love books? Volunteer to help at the Book Fair. You can decorate and set up, help kids select books, serve refreshments, give a book talk, or help pack up. There are lots of ways to participate.

Volunteer

HOMEPAGE
Homepage Tutorial
See how easy it is to set up your homepage.





ADVERTISING

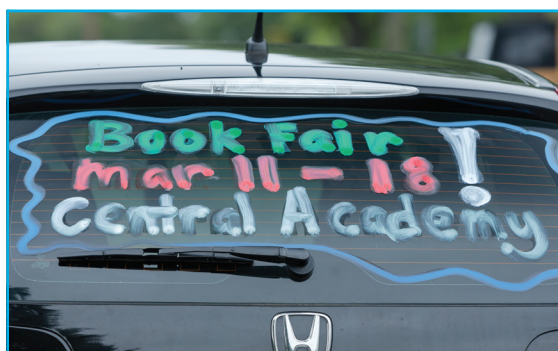
Advertising your Fair doesn't just let people know the "when" and "where" it is, it also builds a lot of excitement!

Benefits

Builds Book Fair excitement • Increases participation • Encourages repeat Fair visits • Promotes reading

Ideas and Best Practices:

- Brainstorm with your Student Crew simple, clever slogans that promote your Fair, books, and reading.
- Brand your Fair, repeating messaging in phone calls, letters, posters, and social media.
- Start early! Set up teasers two to three weeks before you kick off Book Fair week.



◀ *Show your school and Book Fair pride while encouraging your community to come to your Fair. Use safe car window paint in bright colors to write the dates, times, and location of your Book Fair, turning your car into a moving billboard!*

Advertise your Book Fair on as many social media sites as possible, and don't forget to include the hashtag #mybookfair to share the love and your ideas. ▶



Advertising Campaign is Full of Character

**Cleveland Road Elementary School
Bogart, GA**

Students developed a book character drawing contest to help advertise books on the Fair, creating posters, writing announcements, even performing a filmed puppet show. Fifteen winners received books purchased with Scholastic Dollars™.

Booktalks Meet the 21st Century

**Etowah Elementary School
Etowah, NC**

All 240 second through fifth grade students created individual booktalks, using tablets and video editing apps, recording their voice, but not their faces. Individually, their creations fostered positive technology engagement and awareness of books and the writing process. Collectively, their creations were a phenomenal way to get the entire school excited about reading!

Librarian Brings Out the Best in Books

**Summit School of Ahwatukee
Phoenix, AZ**

The librarian at Summit School of Ahwatukee placed her own shelf-talkers next to books that fit the curriculum or would tempt students to try something new, using catchy ocean-themed tag lines, such as “This book looks gill-arious!”



- Hand out save-the-date bookmarks with books checked out from the library.
- Read book “clues” during school announcements.
- Hold an all-school rally to kick off the Book Fair. Include booktalks, skits, and lots of fun.
- Chalk the Walk – Use brightly colored chalk outside on sidewalks and walls to advertise the Book Fair. It’s like graffiti, but better!
- Conduct a post-Book Fair survey to capture feedback from your school community.



◀ **NEW!** Look for the new **BOGO** banner when your Fair arrives, rolled up in one of the cases. Hang the banner in front of your school so no one misses out on the **BOGO** Book Fair.*

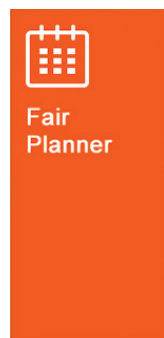
Create colorful signs and recruit ▶ Student Crew members to attract attention in high-traffic areas such as the car drop-off and main hallways!

*Tabletop Fairs do not receive the outdoor banner.

CHAIRPERSON'S TOOLKIT

Your Chairperson's Toolkit is designed for you and your volunteers, giving you everything you need to conduct your Book Fair. Make early plans, find creative decorations, learn from useful tutorials, host family programs, and inspire a love of reading. Take advantage of all the resources found at scholastic.com/cptoolkit

Don't miss these new enhancements that make your job easier!



Book Fair Planner

Get a great start with the Fair Planner!

- Decide your goals and automatically display them on your Book Fair Homepage.
- Review and select programs that encourage participation and help you reach your goal.

Then, we'll give you a calendar of suggested action items to keep you on track!

- Personalize the calendar: Move items to the day you want.
- Add your own reminders.
- Use quick links to helpful resources.

Social Marketing – New in Fair Files!



Find sample tweets, Facebook posts, and ideas on how to share your Book Fair through social media. Check it out in Fair Files on the Advertise & Promote tab.

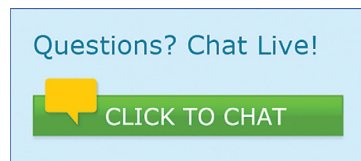
Book Fair At-a-Glance

Entering your Toolkit, you'll land on the all-new Book Fair At-a-Glance page. It offers you a snapshot of your progress and tools to manage your Fair:

- Click on key actions to take.
- See what's next in the Planner.
- Take shortcuts to activities in progress.
- Many more helpful tools!

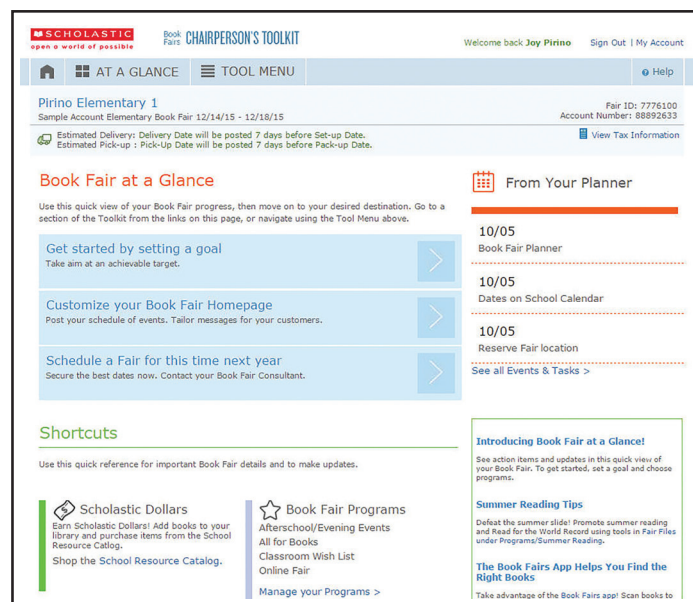
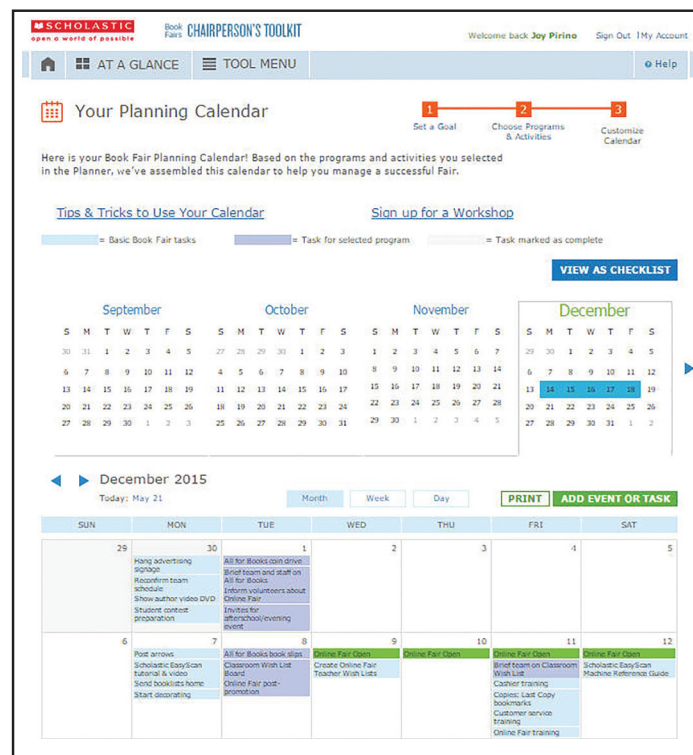
Live Chat

For assistance, use live chat in the Financial Form.



Pay with a Credit Card

When your financial form is complete, you can click to pay for your Book Fair using a credit card.




REPRODUCIBLES

Look for lots of helpful reproducibles in your Toolkit Fair Files. Customize letters, flyers, and invitations. (Most are available in English and Spanish, as well as color and black and white.) You can also find themed prop patterns, coloring pages, and other reproducibles to help get students excited about books and reading.

Use the keyword search to locate what you need. Enter a keyword or *Ideas Guidebook* page number where the item appears. Or, search by category and subcategory. When you find your item, click “Add to My Files.”

Some of the Book Fair materials include:

- Best practices and How-To's for Book Fair programs such as All for Books™, Classroom Wish List, and What Would You Do for Reading?®
- Promotional flyers, letters, and invitations
- Volunteer recruitment materials
- Themed decorations
- Clip art and logos
- Shelf-talkers
- And much more!




Reading Log

Student Name _____

Grade/Class _____

Use this reading log to record your reading time. To make sure your minutes get counted toward the record, please log them online at www.scholastic.com/summer.

Week	Book Title	Minutes Read	Total
Week 1	_____	_____	_____
Week 2	_____	_____	_____
Week 3	_____	_____	_____
Week 4	_____	_____	_____
Week 5	_____	_____	_____
Week 6	_____	_____	_____
Week 7	_____	_____	_____
Week 8	_____	_____	_____
Week 9	_____	_____	_____
Week 10	_____	_____	_____
Week 11	_____	_____	_____
Week 12	_____	_____	_____
Week 13	_____	_____	_____
Week 14	_____	_____	_____
Week 15	_____	_____	_____
Week 16	_____	_____	_____
Week 17	_____	_____	_____
Week 18	_____	_____	_____
		Total Minutes Read	_____

Make sure to log your minutes at www.scholastic.com/summer


Approved for circulation by the National Education Association
© 2015 Scholastic Inc. 12108 • 121427

Come to Our Book Fair

GRAND EVENT

You're invited!

[Insert Date Here]

[Insert Time Here]

[Insert Place Here]

[Insert Additional Here]

 **SCHOLASTIC**
Read Every Day. Lead a Better Life.

Classroom Wish List

Gift Certificate

Help our teachers build classroom libraries

To: _____

From: _____

(Circle amount)

\$1.00 \$5.00 \$10.00

Other _____

Purchase: Fill out Gift Certificate and take to cashier with payment. Fill out bookplate at cashier table and give to cashier. (2x) (3x) (4x)

 **SCHOLASTIC**
No. [Insert Text]

Classroom Wish List

Gift Certificate

Help our teachers build classroom libraries

To: _____

From: _____

(Circle amount)

\$1.00 \$5.00 \$10.00

Other _____

Purchase: Fill out Gift Certificate and take to cashier with payment. Fill out bookplate at cashier table and give to cashier. (2x) (3x) (4x)

 **SCHOLASTIC**
No. [Insert Text]

Classroom Wish List

Gift Certificate

Help our teachers build classroom libraries

To: _____

From: _____

(Circle amount)

\$1.00 \$5.00 \$10.00

Other _____


Purchase: Fill out Gift Certificate and take to cashier with payment. Fill out bookplate at cashier table and give to cashier. (2x) (3x) (4x)

 **SCHOLASTIC**
No. [Insert Text]

Feelin' Groovy Book Fair Photo Op Van Instructions

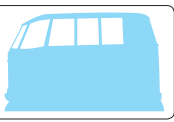

Supplies:


- Foam insulation board (roughly 8' by 4')
- Transparency paper
- Variety of acrylic paint colors
- Utility knife
- Two sheets of red construction paper
- Two paper plates
- Glue
- White cardstock paper



Directions:

- Using the image provided on page 3, print out the van template on transparency paper. Project onto large paper to make stencils, or project it directly onto the foam insulation board. The van should roughly measure 4' tall.
- Cut the van out of the foam insulation board using a utility knife. (For safety purposes, we recommend wearing leather gloves when using the utility knife. Never leave the utility knife where children can pick it up.) See **Figure 1**.
- Use the design template on page 4 and the image shown in **Figure 2** as guides to recreate the van design.

*Remember, these are only suggestions. This project should be fun and creative, so use supplies you have on hand for substitutions.
Approved for circulation by the National Education Association
 **SCHOLASTIC**
Page 1 of 13
© 2015 Scholastic Inc. 12108 • 12141


Book Fair Wish List

I visited my Scholastic Buy One, Get One Free Book Fair, where all items are buy one, get one free! Here are some books I would like to add to my home library!

Name	Title	Price
1.	_____	_____
2.	_____	_____
3.	_____	_____
4.	_____	_____
5.	_____	_____
6.	_____	_____
7.	_____	_____
8.	_____	_____

Dear Parent: You are under no obligation to purchase the products listed. Remember, you can choose a FREE item of equal or lesser value for EVERY ITEM you buy. Add twice as many books to your child's home library!

Subtotal	Tax	Total
_____	_____	_____

 **SCHOLASTIC**
© 2015 Scholastic Inc. 11968 • 12108

Book Fair Wish List

I visited my Scholastic Buy One, Get One Free Book Fair, where all items are buy one, get one free! Here are some books I would like to add to my home library!

Name	Title	Price
1.	_____	_____
2.	_____	_____
3.	_____	_____
4.	_____	_____
5.	_____	_____
6.	_____	_____
7.	_____	_____
8.	_____	_____


Parents: Did you know?

A home library can:

- Improve a child's vocabulary and overall reading performance
- Help children do better in math, science, and social studies
- Increase a student's ability to do better on standardized tests
- Increase the likelihood a child will go to college

Dear Parent: You are under no obligation to purchase the products listed. Remember, you can choose a FREE item of equal or lesser value for EVERY ITEM you buy. Add twice as many books to your child's home library!

Subtotal	Tax	Total
_____	_____	_____

 **SCHOLASTIC**
© 2015 Scholastic Inc. 11968 • 12108

YOU'RE INVITED


to a Donuts for Dads Morning Event!

Our Book Fair serves up the books kids want to read!

[Insert Dates Here]

[Insert Time Here]

[Insert Place Here]

 **SCHOLASTIC**

YOU'RE INVITED


to a Donuts for Dads Morning Event!

Our Book Fair serves up the books kids want to read!

[Insert Dates Here]

[Insert Time Here]

[Insert Place Here]

 **SCHOLASTIC**

Launching Summer Reading

By Donalyn Miller, Author and Manager of Independent Reading and Outreach, Scholastic Book Fairs®

Reading research indicates that many children's reading ability declines between the end of one school year and the beginning of the next because they generally do not read much over the summer. But this doesn't have to be the case! By reading just four or five books over the summer break, students can keep up the good work they've strived to achieve all year.

Here are a few more activities you can plan to start the summer off right for your students.

Host a library card signup event. Encourage families to sign up for a library card and introduce them to the many resources your local library offers in addition to books, including summer activities, reading programs, author visits, and more.

Provide lots of opportunities for book recommendations. Present booktalks daily in class, over the announcements, or at the Book Fair. Encourage students to share their top picks for summer reads.

Encourage students to make lists of books they would like to read over the break. Goals help motivate students, as well as set expectations for their reading plan.

Open the school library for a few days a week. When school closes for the summer, many students lose access to reading material. Consider opening your school library for a few hours, two days a week. Invite parents and staff to volunteer for hour-long shifts.

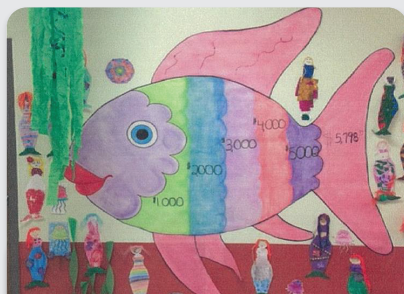
Advise parents to set the expectations for their child to read every day. Reading for 20 to 30 minutes a day keeps students' vocabulary and reading ability growing during the summer. Encourage parents to keep books within arm's reach for their kids—it's a great activity for rainy days, car rides, and long waits.

Share the love and your ideas #mybookfair



Tag your ideas with #mybookfair

Scholastic Book Fairs
Lake Mary, FL



Armorel Elementary School created a goal chart that just happened to be a multi-colored fish. Not only was it pretty, it displayed the school's achievement for reaching their \$5,000 goal!

Armorel Elementary School
Blytheville, AR



For \$1, kids got to choose a lollipop. If the end had a color, then they got to choose a prize.

Sherman Elementary School
Tacoma, WA



The teachers at the Academy of Tucson Elementary dined on under-the-sea-themed food at their sneak preview luncheon and filled a "wish bucket" with books.

Academy of Tucson
Elementary
Tucson, AZ



The Junior Crew at Grand Oak Elementary helped get ready for Family "Fin" night by designing and creating posters to advertise and decorate the event.

Grand Oak Elementary School
Huntersville, NC



These clever shelf-talkers helped kids catch the right book.

Summit School of Ahwatukee
Phoenix, AZ



Sharp Elementary School built a custom "Little Library" to leave a book, take a book. Many parents and teachers purchased and donated books.

Sharp Elementary School
Brownsville, TX



Guess who loves a good book? These teachers!

St. Mary Magdalen School
Wilmington, DE



The staff at Naples Christian Academy pulled off a top secret surprise in the form of an 80-foot octopus named Ollie made out of orange balloons.

Naples Christian Academy
Naples, FL



It's hard to beat this school's outdoor sign for the Book Fair—it ROCKS!

Grand Oak Elementary School
Huntersville, NC



Volunteers created an amazing underwater oasis of Book Fair shopping delight.

Coconut Palm
Elementary School
Miramar, FL



This monster giving tree is a scary-good twist on the more traditional lollipop pull.

Robertson Elementary
School
Tulsa, OK



KEEP STUDENTS READING OVER THE SUMMER!



Motivate students to read even more with the Scholastic Summer Reading Challenge, a free online website for kids, teachers, and parents. It features an online challenge inviting students from all over the globe to set a new world record for summer reading.

See what can happen when you combine the power of a Summer Reading Book Fair with the Scholastic Summer Reading Challenge:

"We have found that those students who read regularly over the summer come back to school much more prepared to begin the school year, with regard not only to reading, but school activities as a whole. As a teacher, nothing makes you feel better than seeing a reader who was reluctant to read, now reading as a result of the Book Fair and Challenge."

— Kimee Moore, *Newell Elementary School*

Research shows summer reading helps students stay on grade level:

"Students with access to books and other reading material over the summer have a significantly higher level of reading achievement than those without access. In fact, students in our study continued to reap the benefits of summertime reading throughout the following school year, when they showed a 35 to 40 percent grade-level increase in reading achievement."

— Allington, R. L., & McGill-Franzen, A. (2013). *Summer reading: Closing the rich/poor reading achievement gap.* New York: Teachers College Press.

BE A READING SUPERHERO, TAKE THE CHALLENGE!

Go to www.scholastic.com/summer

