

Get Started With Your Online Book Fair

Set up in a few easy steps!

Benefits of the Online Book Fair:

Increased Participation and Sales

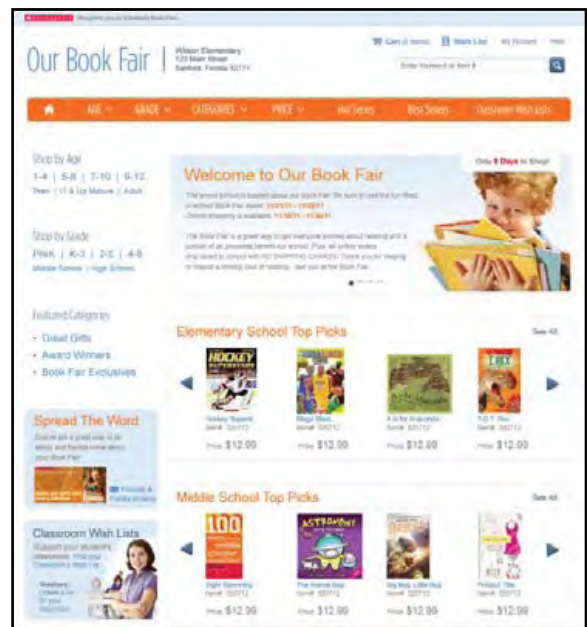
Many students have family members and friends who live out of town or cannot attend your in-school Fair. Through the online Book Fair, they'll now have the chance to participate in your school's Book Fair, too!

Extended Shopping Dates and Hours

You select the dates of your online Book Fair. We suggest a few days before, during, and a few days after your Fair ends at school. Your online Fair can be available for up to 21 days!

Exceptional Products

- Expanded selection not available at your in-school Fair
- All booklist titles, series titles, exclusives, and more!
- Books for all ages – preschool to adult



How Your Online Book Fair Works:

1. To activate your online Fair and select your dates, go to your Chairperson's Toolkit and select the Homepage-Online Fair tab. View an introduction tutorial and sample online Fair to learn more.
2. Promote your online Fair! Send letters and emails announcing the online Book Fair to parents. Use materials provided in your Setup Kit and reproducibles found in the Toolkit, under the Fair Files tab.
3. Customers visit your online Book Fair at scholastic.com/schoolbookfairs to find the online shopping website, browse and shop.
4. View online Fair sales from the Toolkit, located in the Homepage-Online Fair tab. You'll receive a confirmation email when your school's orders ship.
5. Orders arrive addressed to you in one shipment, bagged and labeled by classroom and student, for easy distribution.



scholastic.com/schoolbookfairs

Promotional Materials to Support Your Online Book Fair:

Printed Materials:



In-School Fair Flyer



Elementary and Preschool Booklists



Middle School Booklist



Computer Monitor Signage and Desktop Background

Reproducibles (available in your Chairperson's Toolkit Fair Files):

- Letter Home to Parents**
- Parent Flyer**
- Bookmark**
- Computer Monitor Sign
- Classroom Wish List Teacher Announcement
- Student Wrist Band
- Email Script
- Desktop Background
- Classroom Wishlist Instruction Sheet

**Spanish version available.

Promoting a Successful Online Book Fair:

Step 1 Before Your In-School Fair:

- Attach the [letter home](#) to booklists.
- Give teachers the [teacher announcement](#) and encourage them to create a Classroom Wish List.
- Use the [email script](#) to send to parent and teacher email distribution lists.
- Promote your homepage/online Fair shopping link via social media.

Step 2 During Your In-School Fair:

- Attach the [self-adhesive computer sign](#) to a computer monitor to advertise online shopping during your Fair. Rather than requesting restocks, suggest online shopping instead!
- Download the [desktop background](#) and place on computers at your Book Fair.
- Arm volunteers with online Fair flyers and bookmarks so they can spread the word at the checkout register, especially at your Family Night. This is a great reminder that the online Fair continues after your in-school Book Fair.
- At your Teacher Sneak Peek, remind teachers to create an online Book Fair wish list.
- Classroom Wish List donation cards can be printed directly from the teacher's online wish list and added to your Classroom Wish List display.

Step 3 After Your In-School Fair:

- Continue promoting the online Book Fair after your in-school Fair concludes by sending parents a post-Fair letter and email.
- Send a reminder using your school's automatic phone messenger system to let parents know that your online Fair is still open or remind them there are only a few days left to shop.
- Receive and distribute orders.

Success Tip!

Use multiple ways to communicate the online Fair shopping option to your Book Fair community.

Scholastic Book Fairs Customer Service is available to assist customers with questions via email: onlinefair@scholasticbookfairs.com or phone at **877-627-2515**
8 a.m. – 6 p.m. EST. This information will display on the website for customers.