Reach More Shoppers With the Online Fair

The Online Fair gives family and friends who cannot attend the in-school Fair a chance to participate — which puts more books into the hands of kids and boosts sales! Shoppers get an expanded selection of books to choose from, every purchase benefits your school, and all orders ship FREE to your school!

Online Shopping Dates

The Online Fair is automatically scheduled to start five days before your in-school Fair, but you can make the online shopping dates work for you. Adjust dates, up to 21 days, by visiting the Homepage-Online Fair tab in your Chairperson’s Toolkit.

Materials to Promote

The best way to promote your Online Fair is to include online shopping dates and your homepage Web link in all Book Fair communications.

Use these printed materials to help spread the word:

- Indoor Poster
- Flyer (75 sheets/pad, in your Scholastic Setup Kit*)
- Instruction Poster

Find these reproducible materials and more in the Toolkit. Fair Files keyword: ONLINE FAIR

- Flyer** (black & white and color)
- Bookmarks**
- Student wristbands
- Parent letters** (attach to Book Lists to promote online shopping)
- Teacher Classroom Wish List instructions
- Student Wish List instructions
- Signs
- Volunteer name badges

The Online Fair is a great solution for:

- Out-of-stock books
- Family and friends who can’t attend the in-school Fair due to schedule conflicts, distance, or weather
- Students who miss the in-school Fair due to vacation or illness
- Finding additional titles from more than 50 series and collections

Creative Ideas From Book Fair Chairpeople

- Place bandit signs in car pickup/drop-off area to remind parents to shop online — especially before or after the Fair.
- Add an online shopping message and Web link to hallway posters.
- Print adhesive labels to place on register receipts with a reminder to shop online.
- Distribute bookmarks to students at library time or when checking out books. A Spanish version is also available.

* Tabletop Fairs will not receive the Setup Kit, but will received these flyers.
**Spanish version also available
Make the Most of Your Online Fair: Guidelines for Success

Reminding parents about online shopping is the key to a successful Online Fair. Be sure to communicate that shopping online is easy AND benefits your school. Follow these guidelines to promote your Online Fair.

Before your in-school Book Fair:

• Include details about online shopping in all your pre-Fair communications to parents. List the online shopping dates and a Web link to the Book Fair homepage where parents can access online shopping (copy your homepage Web link from the Homepage-Online Fair tab in your Toolkit).

• Use pre-written scripts to help you craft the right Online Fair message for parents and then remind them throughout your Book Fair about online shopping.

• Send the Classroom Wish List instructions to teachers so they can set up their Online Fair Wish Lists. Teachers can also use the teacher email script to let parents know about the Book Fair and online shopping.

• Student wristbands are a great way to remind students and families about online shopping and can be distributed by teachers.

During your in-school Book Fair:

• Use the Online Fair flyers found in your Toolkit (Fair Files section) as bag stuffers for in-school shoppers. A Spanish version is also available.

• Have volunteers wear the name badge to spread the word about online shopping, especially for books that are out of stock. (Find name badges in your Organizer.)

• Demo the shopping site on your SMART Board, and have older students show parents the selection of books available online.

• Distribute bookmarks and wristbands to students reminding them to create a Wish List to send to friends and family.

After your in-school Book Fair:

• Send a reminder email to parents that the Online Book Fair is still open and available for anyone who missed the Fair or wants to shop an expanded selection.

• If you did not meet your sales goal during the in-school Fair, challenge parents to help you meet your goal through online purchases; make sure you list how far you are from your goal!

• Have your principal send out an automated phone message or email that reminds parents to shop online.

• Ask teachers to attach the student bookmark to their classroom newsletters or place in student folders. Spanish versions are also available.

Learn More From the Online Fair Tour
Look for it in the Toolkit: Fair Files > Book Fair Programs tab.

Scholastic Book Fairs® Customer Service is available via email: onlinfair@scholasticbookfairs.com or phone: 877-627-2515 8 a.m. – 6 p.m. EST. This information is also available to Book Fair customers on the shopping website.