



BEFORE THE FAIR CHECKLIST

Prepare for the Fair

- ☐ **Complete your services agreement** three weeks before your Fair start date at s-bf.com/agreement.
- ☐ **Check out the video tutorials.** Learn more about every aspect of the Fair at s-bf.com/learn.
- ☐ **Recruit volunteers.** They can help you with setup, shopping days, and packing up.
- ☐ **Help every student participate.** Use Share the Fair and your Scholastic Dollars™ to help every kid take home a book. Learn more at s-bf.com/equity.
- ☐ **Customize your homepage.** Your school's Fair homepage already includes basic info about your Fair. Add extra details in your Fair Account on the Hub.

Promote the Fair

- ☐ **Spread the word.** Head to s-bf.com/fair-files to download customizable letters, flyers, social posts, and other promotional resources.
- ☐ **Hype the books.** You'll find Book Fair flyers, book trailers, and more to share with students and families at s-bf.com/books.
- ☐ **Promote Book Fair eWallet.** Encourage families and teachers to set up eWallets to make shopping the Fair even easier.
- ☐ **Plan Fair previews and family events.** Invite teachers and students to preview the Fair and create wish lists. And consider organizing family events for parents, grandparents, and other special grown-ups. Learn more at s-bf.com/events.