

Intro

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Intro

Hey there, I'm Marissa, a proud four-time Book Fair host, with your complete overview of online shopping. While nothing can come close to an in-person experience, many people don't realize every Fair includes online shopping, which adds up to more earnings for your school. Been there? Know that? Feel free to skip around this Fair talk and go at your own pace.

Chapter 1: Online shopping basics...and benefits!

Online shopping starts on the first day of the in-school event and runs for 14 days total. You got that right. When the cases are packed up and the inventory is sold out, this means shoppers still have a few extra days to stock up on titles they may have missed and use any unspent funds in their eWallet account.

Online shopping also allows for more participation since you can invite family and friends to support the readers they love. By making it easy and flexible for more shoppers to buy more books, you're not only doubling down on your Bookjoy, you're earning even more funds for your school.

Chapter 2: What can families expect?

It's easy for family members of all ages to shop the Fair online. Simply steer them to your school's Book Fair homepage, which they can access via the link you'll share from the Fair Details and Settings page in the Host Hub. Or by searching the Fair Finder at [scholastic.com/fair](https://www.scholastic.com/fair). Through your unique Fair homepage, they can

browse an expanded selection of thousands of products at The Scholastic Store online.

This includes new releases, value packs, and online exclusives, all easily searchable by grade, age, format, subject, and color, character, and series. Families enjoy free standard shipping on book-only purchases over \$25, and all orders ship direct to home or any other address you choose for easy, no hassle gifting.

And remember to use up those leftover eWallet funds. They can be applied as an eGift Card balance when signed in. Book Fair Day may be over, but the excitement keeps going online.

Chapter 3: Earning funds for your school

Even after your 14-day time frame ends, online shopping is an easy way to keep earning funds for your school. In order for purchases to benefit your school, shoppers must access The Scholastic Store through your Book Fair homepage or from the Connect with Book Fairs page found online. From there, once they link their account to your school, funds will keep being earned and applied with every purchase, all year long.

When families shop online, they earn the school more Scholastic Dollars. Those are profits that never expire. Now you're ready to send shoppers online. Visit the online shopping page in the Host Hub to find printables and social media posts to help you promote online shopping. Online or in person, there's no fair like a Scholastic Book Fair.