

Book Fair

TIME & DATE: For 1 week towards the end of Term 2. Monday – Friday 8:15am – 9:15am Saturday 8:00am – 12:00pm

VENUE: The Subiaco Primary School Library

ORGANISED BY: Kindy Parents

The P&C Event Coordinator will book the dates with Scholastic. The date and planning information is sent to the Class Liaison Parents at the start of Term 1. The Book Fair is the responsibility of the entire Kindy year level.

USEFUL TEMPLATES: [Volunteer Roster Template](#), [End of Shift Reconciliation Template](#)

OVERVIEW

Each year Subiaco Primary School P&C runs a Book Fair to raise funds. The Book Fair service is provided by a global organization called Scholastic. Scholastic provides the books, products and most of the sales and marketing tools. Scholastic allocates a percentage of the sales revenue to the P&C as a sales “commission”.

The P&C operates the Book Fair via the Class Liaison Parent (CLP) network who work closely with the School Librarian to plan and operate the Book Fair.

Running the Book Fair is a fun and easy event and the school librarian offers a lot of support. This is a great event to get involved as it gives you a chance to get to know a large section of the school. It may be useful to think of the Book Fair as a “Pop Up Book Shop” in the library with the main tasks being:

- Advertising the Book Fair
- Coordinating volunteers to work in the mornings and afternoons of the Book Fair week as well as on Saturday morning during the Subiaco Farmers Markets. There is a [Volunteer Roster Template](#) provided at the top of this page that you may wish to use.
- Keeping a tally of the sales during the week and then totaling at the end.
- There is [End of Shift Reconciliation Template](#) provided that you may wish to use.

The following information is extensive and may be a little overwhelming but it provides useful tips into running the Book Fair and should answer any questions you may have.

Book Fair

KEY CONTACTS

Scholastic

Scholastic will assign a consultant to the Subiaco Primary Book Fair, who will provide you with information and marketing tools. The Event Coordinator will provide these details to you at the beginning of Term 1 as well as the Subiaco Book Fair Reference number.

School Librarian

The Book Fair will be located in the School Library. It is a good idea to introduce yourself to the Librarian, as their assistance during the Book Fair is vital.

P & C

You are operating the Book Fair as a P&C activity. The P&C Event Coordinator can get you started and provide some assistance along the way.

Farmers Market Manager

The Farmers Market Manager will need to be consulted about operating the Book Fair on Saturday. The P&C Event Coordinator will make contact with them on your behalf.

Class CLP's

The entire year group is responsible for the Book Fair so contact and involve all the CLP's for your year group.

Previous Book Fair Coordinators

Speak to others who have run the Book Fair in previous years. They may not get directly involved but they can definitely offer advice.

Scholastic Website

Scholastic has a website that has a special section dedicated to the Book Fairs.

To access the website go to: www.scholastic.com.au

Click "Schools" along the top of the site

Click "Book Fairs" on the side bar

Click "Log On"

Enter the following log on details

Fair Number: Will be provided by the Event Coordinator

Password: Will be provided by the Event Coordinator

You will find loads of supporting material explaining how to run the Book Fair, as well as marketing and promotional material that can be used to advertise.

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MARKETING

There are a number of ways you can advertise the Book Fair, including:

School Posters

On the Scholastic website you will find promotional material that can be used to make a poster or you can simply print one of the standard posters and hand-write in your event details. Try to put the posters up around the school a few weeks before the Book Fair.

School Newsletter

Speak to the school librarian about including the Book Fair in the School Newsletter.

CLP Network

In the weeks leading up to the Book Fair start sending emails out via the CLP's.

THEME

Each year Scholastic has a theme for the Book Fair. Scholastic enthusiastically encourages you to adopt the theme and use it for promotional materials. You can use the logos and graphics for your flyers, posters and emails. These are available on the Scholastic website, details were provided in the information above. There is no expectation however to decorate the library in the theme.

CLPs & VOLUNTEERS

The CLP's or parents who are organizing the Book Fair make plans in the weeks preceding the date. In the actual week of the Book Fair, however, it is important that you have volunteers to help out.

You will be asking your year group to volunteer. Send an email via the CLP's describing the importance of the Book Fair and the need for volunteers in the Book Fair week. Describe that you are only looking for an hour or so from each person, on either a morning or afternoon, and that the job will be simple and fun! Let them know that a Volunteer Schedule will be pinned up outside the classrooms. The Event Coordinator can also send an email to the entire Year Level emphasizing that the Book Fair is the responsibility of the whole year and the importance of sharing the volunteering duties.

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COMPETITIONS

It is a good idea to run a couple of competitions to keep the kids interested for the entire week. Some ideas are “guess the noodles in the jar” competition for the older kids and a colouring competition for the younger kids (materials can be found on the Scholastic website). Prizes can come from the posters or donated by the Librarians.

WISH LISTS

The students will come in to the Book Fair during school hours and fill in “Wish Lists”. This is basically a chance for them to preview the books they’d like to buy, it doesn’t necessarily mean they will end up getting all the books on the lists. The students can then come back during book fair hours and purchase books. The librarian and teachers organize all this and you do not need to do anything.

STOCK & LAYOUT

The delivery from Scholastic will arrive the week preceding the Book Fair. You will need to liaise with the school librarians to see if they need assistance doing setup. This is usually done on the Friday afternoon before the week of the Book Fair.

The books arrive already arranged in cabinets that open up and act as shelving. The open cabinets should be arranged in a semi-circle so as to define the Book Fair area. In the center of this area place 4-5 larger library tables. Display extra books and the stationery that Scholastic has sent in boxes on these tables.

Set up another table to act as the “Sales Counter” where the EFPOS Machine will be. The librarian’s desk can be used as another sales counter for cash sales.

Set up is very quick and easy and the librarian will direct you and help set up.

SALES & FINANCIAL PROCEDURES

Payment Types

You can take payment by cash, cheque or credit card. Scholastic will provide an EFTPOS machine and sales are sent directly to Scholastic. It is still important to keep track of the EFTPOS sales.

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Orders

You can take orders for books that have sold out. It is essential that these orders are recorded so that you know exactly who has ordered what (note the child name and class as well as a parent name and phone number). Make sure you get payment at the time of the order because it is a nightmare trying to get the money later! The ordered books will be delivered in the week after the Book Fair closes.

Float

You will need a cash float of around \$150 to use as change during the Book Fair. The Event Coordinator can organize this for you. The float will need to be returned to the P&C at the end of the event.

Sales Records

Try to keep up to date with cash and credit card takings preferably on a daily basis. Each sale doesn't need to be recorded as it happens, just count the cash (minus the float amount), cheque and credit card sales at the end of each shift. A shift being the morning or afternoon of each day. Record the amounts on the [End of Shift Reconciliation Template](#) provided at the top of this page. It is useful to have some zip lock bags when doing a tally at the end of each shift. Place the cash, cheques and EFTPOS slips in the zip lock bag with a note showing date, shift time, cash, cheque and EFTPOS amount. Give this bag to the librarian at the end of each shift. At the end of the book fair, total all the amounts and record on the Sales Spreadsheet. Collect all the bags from the week from the librarian and place in the school safe. The Event Coordinator can provide the safe code and location. The P&C treasurer will bank the takings and send a cheque to Scholastic for the sales proceeds.

Scholastic Cash Summary

At the end of the Book Fair you will go online to the Scholastic website to enter details of the takings. You will need to know the totals for each payment type (cash, and credit) and the total value of books taken by the Librarians as part of the commission.

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HOW IT ALL WORKS ON THE DAY

A typical day at the Book Fair will involve a fairly busy morning, from 8:15am to 9:15am, during which the main patrons will be the children themselves, at these times you will sell quite a lot of the non-book materials such as fluffy pens and erasers.

The afternoons should be busier, from 3pm to 4pm. At these times you will get a lot of parents buying from their children's wish list.

It is a good idea to have 2 people on the sales desk or on separate desks (one taking cash and one doing credit cards). Then have a couple of people out at the cabinets helping the kids and parents find what they are looking for and tidying up the cabinets and tables.

Keep close contact with the Scholastic consultant during the Book Fair. If you are running low on certain items (this will definitely be the case with the non-book items) then ring to see if you can get more goods.

On the Saturday of the Farmers Market set up the cabinets and a cash desk under the verandah outside the Library.

When the Book Fair has finished there are still some tasks to undertake, including:

- Re-packing the cabinets and boxes, ready for pickup by the Scholastic truck. Usually everything will be packed up on the Saturday after the Farmer's Markets have finished
- Tidying and re-organizing the Library for the following week
- Entering all of the orders onto the Order Sheet in preparation for sending to Scholastic
- Going online to the Scholastic website to complete the Cash Summary form
- Getting all of the cash takings to the P&C Treasurer so that they can be banked
- Sending thankyou's to all of the volunteers and to the Librarians
- Organizing for a notice to be put in the school newsletter to highlight the successful Book Fair!