

## *Your guide to a successful* **VIRTUAL BOOK FAIR**

Virtual Book Fairs are a great way to foster the love of reading when an in-person fair is not logistically possible. When done well, a virtual fair can do all the same things an in-person fair does without the heavy lifting, or the need for as much volunteer commitment. Virtual fairs are a simple way to expose children to really great books, foster a love of reading, adventure, and play—all while being in alignment with faith and values. Congratulations on choosing a virtual fair for your community! This guide will help you plan, step-by-step, a successful and rewarding virtual fair.

### **STEP ONE**



#### **Advertising is essential!**

Advertising is essential and is the biggest predictor of success. You cannot over-advertise an event like this. When people know about the fair and have opportunities to learn about what's available, and they know the purpose of the fair, they are more likely to get on the website and take a look. The more traffic on the website, the better your book fair will do. Use your social media and email lists to spread the word about the event. Our **ADVERTISING RESOURCES** will help you do this effortlessly.

*Here is a sample schedule for you to follow for your advertising:*

#### **7 weeks before the fair**

invite your teachers to claim their classrooms, make reading recommendations for their grades, and choose some titles for their classroom wish list.

#### **CREATING YOUR BOOK FAIR COORDINATOR ACCOUNT**

#### **INVITING TEACHERS TO CLASSROOMS**

#### **6 weeks before the fair**

Use this graphic: **SAVE THE DATE FOR OUR BOOK FAIR** to make a social media post on all your social media channels. Put a post in the parish bulletin if you are associated with a church, and include the information in your weekly newsletter/email or on the bulletin board.

Sample wording: We are excited to announce that we are hosting an Ignatius Book Fairs online book fair on: (include start and end dates of fair). Ignatius Book Fairs offers a variety of beautiful, fun, engaging books and activities that will be your children's favorites. Supporting the book fair with a purchase will help us purchase new books for our libraries because we receive 30% back from every

sale. Please mark the dates! Free shipping to our school is available during the dates of the fair. Free shipping anywhere is available when your item total is over \$15.

*\*Ensure that your teachers have logged in to create their classroom wish lists and reading recommendations. This will be an important piece as parents will start to create their accounts and will want to see these lists.*

#### 5 weeks before the fair

Share [THIS VIDEO](#) on social media and include the link in a newsletter or email to parents.

Sample wording to accompany the video: Our online book fair is in 5 weeks! We are excited to be partnering with Ignatius Book Fairs! Click [HERE](#) to create an account, link up with our school and see your children's teacher's wish lists.

*\*Ensure your teachers have logged in to create their classrooms and wish lists. Send the link from the website "teacher hub" (top right), so their classroom is easy to connect to.*

#### 4 weeks before the fair

Post another Save the date informational post. Use this graphic to remind your community about the dates of the online book fair: [ONLINE GRAPHIC FOR SOCIAL MEDIA](#).

#### 3 weeks before the fair

Select a few titles from the website that you, your staff, or your children enjoy reading and let your community know these books are available on our website. Explain how all sales will benefit your school.

#### 2 weeks before the fair

Have the principal or pastor send out this letter to your families: [LETTER TO PARENTS](#).

#### 1 week before the fair

Edit the fillable backpack flyer and send it home with students. You can put it inside the catalog you receive. Edit [THIS FLYER](#) to print and send home 1 per family.

#### The evening before the fair

Use [THIS GRAPHIC](#) to post on social media.

 [HOW TO CREATE A PARENT ACCOUNT AND CONNECT YOUR SCHOOL](#)

 [BENEFIT YOUR SCHOOL WITH EVERY ORDER](#)

#### First day of the fair

Kick off the first day of your online book fair by introducing the [READING CHALLENGE](#) to your school families.

#### 2nd day of the book fair

Use [THIS GRAPHIC](#) to post on social media. Sample wording: We are on day 2 of our week-long virtual book fair. All purchases help us with our goal of getting new books for the library and our classrooms. Free shipping to our school is available during the fair dates. Use [THIS](#) link to order. Make sure to select our school as you register.

#### 3rd day of the book fair

Social media post sample wording: Have you checked out our online book fair yet? If you are unsure what books might be a good fit for your child, there are reading recommendations by age and grade level. Your child's teacher may have a few recommendations and a wish list too!



#### 4th day of the book fair

Social media post sample wording: Our staff has weighed in! These are their top picks of fun, interesting and thought-provoking books. These are great picks to use during your family reading challenge.

#### 5th day of the book fair

Social media post sample wording: An easy way to foster a love of reading is to model it at home. Try a "Stop, Drop and Read" habit: set aside 20 minutes where everyone in the family reads at the same time—either independently or together. This works great as a morning routine before school, during devotion time, or as part of the evening wind-down before bed. Reading to children strengthens their skills at any age, and independent reading gives them practice to grow as readers. Independent reading allows them the opportunity for practice and to strengthen their own skills.

#### 6th day of the book fair

Social media post sample wording: Tomorrow is the last day of our online book fair and we want to thank everyone who has ordered so far! We are excited about adding new titles to our library and we are so grateful for your support through your purchases. If you have book recommendations for other parents, please share them below. We are excited to see what you have selected!

#### 7th day of the book fair

Social media post sample wording: Today is the last day to place an order while our fair is still open. We are close to reaching our goal of being able to purchase new books for our library and classrooms. Your purchases earn us 30% of the net sale to spend on free books for our school. Please be sure to get your orders in by tonight. We appreciate you!



## STEP TWO

☐ If you ordered a box of sample books for your virtual fair, they will be delivered a week before your fair begins.



## STEP THREE

☐ Get more eyes on the books Virtually!

Be sure all parents/parishioners receive a link to our **DIGITAL FLYER** and our **SHOPPING WEBSITE**

STEP FOUR

☐ Set a sales goal and aim for maximum rewards!

SALES	30% AVE DOLLARS
\$1,000	\$300
\$2,000	\$600
\$3,000	\$900

STEP FIVE

☐ Display our titles!

If you opted to receive a sample box of some of our most beloved titles, set them up in the main foyer or another prominent location so they can be viewed when your organization has visitors. Make this area look inviting and cheerful. Use the colorful tablecloth we sent, get some balloons or twinkle lights, add signage to the area to let everyone know the dates of the fair and how your school will benefit from their order.

STEP SIX

☐ Consider some fun incentives or events for students to get them excited about the fair!

Some ideas to consider: An art contest, a guessing game, a reading day where everyone brings a book to read. The prize for winning a game can be a free book that you purchase with your Ave Dollars rewards at the end of the fair, a popsicle day when you reach your sales goal, or any other fun thing that you know the children would enjoy.

STEP SEVEN

☐ Receive and distribute the orders.

Any books ordered and sent to the school will start arriving about 7-10 days after the fair is over. The books will arrive labeled with each customer's name. Please distribute these books or reach out to the customer with information on where they can pick up their order.

## STEP EIGHT



### **Start spending your rewards!**

You will notice that your Ave Dollars rewards will grow with each sale. The Ave Dollar administrator will be able to log in each morning to see the new total. These dollars are available for spending immediately. Rewards earned during the online book fair are in Ave Dollars rewards only and cannot be converted to cash.

