



PBC BOOK FAIRS

Book Fair Timeline A General Guide

2-3 Months Before

- ◆ **Announce Your Book Fair**
Announce the fair in your school newsletter, through emails, and on the school calendar.
- ◆ **Create Volunteer Sign Up Sheets**
Circulate sign-up sheets for volunteers at PTO/PTSO meetings, staff meetings, through emails, and in the school office.
- ◆ **Post and Distribute our PDF Flyers**
You can also involve other teachers and departments. Have art students make posters or flyers for around the school.

1 Month Before

Raise Awareness



- ◆ **School Marquee and Daily Announcements**
It's never too early to advertise!
- ◆ **Display Posters in High-Traffic Areas**
You will receive fill-in-yourself posters from PBC to help you advertise. Watch the mail!
- ◆ **Plan Add-On Events for Your Fair**
Start planning for any add on events like Pastries with Parents mornings, Parent's Nights, Book Talks, Author Visits.
- ◆ **Start a Volunteer Schedule.**
Make name tags and prepare a volunteer work schedule. Confirm parent commitments and recruit more volunteers.

1-3 Weeks Before

Publicity!!

- ◆ **Send Home Flyers and Emails Weekly**
- ◆ **Contact Volunteers with the Schedule**
- ◆ **Start Showing PBC Commercials**
You will receive links to our Book Trailer Playlists and PBC Fair Commercials. Feel free to post on your facebook, add to morning announcements, and show to kids to generate buzz.



PBC BOOK FAIRS

Book Fair Timeline A General Guide

Day Before Set Up

- ◆ **Clear Out the Book Fair Area and Set Up Tables**
Before PBC's Delivery and Set-Up Team arrives, clear out the space, then set-up and clean any tables or display units you plan to use. All tables and display units will be needed for the duration of your fair.
- ◆ **Gather Supplies**
Cash Box and start up cash, pens, paper, calculators, and any other supplies you might need.
- ◆ **Post Schedules and Hours**
Volunteer Schedules, Add-On Events and Book Fair Hours, Book Fair Rules, Book Talks, etc.
- ◆ **Make a School Announcement**
Include fair hours and any planned special events.

During Your Fair

- ◆ **Use the Daily Sales Summaries EVERY DAY**
At the end of each day, use our provided PBC Daily Sales Summary Sheets to calculate your sales.
- ◆ **Keep Track of Credit Card Purchases**
Use the provided form to keep a record of your credit card sales.
- ◆ **Merchandise the Fair**
Go through the tables and straighten piles, add books from understock boxes, and keep the fair neat, clean, and organized.
- ◆ **Train and Supervise Volunteers**
- ◆ **Keep Advertising to Parents and Students**



Daily Sales
Sheets are
MANDATORY

Before Take-Down

- ◆ **Clear Any Holds, Fill in All Paperwork, and Calculate Final Receipts and Money Totals**
Make sure to fill in your PBC Fair Pick-Up Form and (if applicable) attach a copy of your Purchase Order.
- ◆ **Fill out our Feedback Survey**
We'd love to hear how we did—check your email or the online resource center for the link. Plus, request your first choice dates for your next fair!