



Barefoot Books

# Book Fair Checklist

For Schools & Nonprofits

Schedule your event    Dates: \_\_\_\_\_    Times: \_\_\_\_\_

Name of Book Fair Organizer: \_\_\_\_\_    Email: \_\_\_\_\_

## Follow the Checklist for Your Event Type

1. Virtual only	2. Virtual + Display	3. Traditional (on-site shopping)
<input type="checkbox"/> Create an online book fair by logging in to your School or Nonprofit account and visiting <a href="#">My Events</a> <input type="checkbox"/> Write down your <b>5-digit Event ID</b> _____	<input type="checkbox"/> Create an online book fair by logging in to your School or Nonprofit account and visiting <a href="#">My Events</a> <input type="checkbox"/> Write down your <b>5-digit Event ID</b> _____ <input type="checkbox"/> Order a <a href="#">Book Fair in a Box</a> <input type="checkbox"/> Order Book Fair <a href="#">Add-on Sets</a> (optional) <i>Allow 1-2 weeks for shipping</i>	<input type="checkbox"/> Contact a local <a href="#">Community Bookseller</a> or encourage member of your community to open a Community Bookseller account <input type="checkbox"/> Discuss your Community Bookseller's offer (percent of sales your organization will earn; books or cash) <input type="checkbox"/> Create a plan for supervision of the book fair display and ringing up of purchases <input type="checkbox"/> Your Community Bookseller can also set up an online book fair, if requested
2 Weeks Ahead		
<input type="checkbox"/> Announce book fair dates by email, newsletter and/or social media <input type="checkbox"/> Print and distribute <a href="#">wishlists</a> to teachers with a catalog or book fair link	<input type="checkbox"/> Announce book fair dates by email, newsletter and/or social media <input type="checkbox"/> Print and distribute <a href="#">wishlists</a> to teachers with a catalog (included with the <a href="#">Book Fair in a Box</a> )	<input type="checkbox"/> Announce book fair dates by email, newsletter and/or social media <input type="checkbox"/> Print and distribute <a href="#">wishlists</a> to teachers with a catalog (provided by Community Bookseller)
1 Week Ahead		
<input type="checkbox"/> Print and post <a href="#">Book Fair Announcement Signs</a> <input type="checkbox"/> Print out <a href="#">Book Fair fliers</a> or save as PDF. Be sure to include your <b>5-digit Event ID</b>	<input type="checkbox"/> Print and post <a href="#">Book Fair Announcement Signs</a> <input type="checkbox"/> Print out <a href="#">Book Fair fliers</a> . Be sure to include your <b>5-digit Event ID</b> <input type="checkbox"/> Determine the location for <a href="#">Book Fair in a Box</a> display	<input type="checkbox"/> Print and post <a href="#">Book Fair Announcement Signs</a> <input type="checkbox"/> Print out <a href="#">Book Fair fliers</a> . Be sure to include your <b>5-digit Event ID</b> <input type="checkbox"/> Determine the location for the book fair display and on-site shopping and finalize plan with Community Bookseller

1. Virtual only	2. Virtual + Display	3. Traditional (on-site shopping)
<b>Set Up and First Day</b>		
<input type="checkbox"/> Email or text parents to visit <a href="http://barefootbooks.com/find-a-book-fair">barefootbooks.com/find-a-book-fair</a> and enter your <b>5-digit Event ID</b> <input type="checkbox"/> Post <b>teacher wishlists</b> at school or share online <input type="checkbox"/> Distribute <b>Book Fair fliers</b> in parent mailboxes, by email (PDF) or make printouts available at front desk	<input type="checkbox"/> Email or text parents to visit <a href="http://barefootbooks.com/find-a-book-fair">barefootbooks.com/find-a-book-fair</a> and enter your <b>5-digit Event ID</b> <input type="checkbox"/> Display <b>Book Fair in a Box</b> with <b>Book Fair fliers</b> <input type="checkbox"/> Distribute <b>Book Fair fliers</b> in parent mailboxes or by email (PDF) <input type="checkbox"/> Post <b>teacher wishlists</b>	<input type="checkbox"/> Community Bookseller brings books for sale and sets up display <input type="checkbox"/> Post <b>teacher wishlists</b> . Community Bookseller will distribute <b>wishlist</b> purchases after the book fair <input type="checkbox"/> Distribute <b>Book Fair fliers</b> in parent mailboxes or make available at front desk
<b>During the Event</b>		
<input type="checkbox"/> Log in to <b>My Account</b> and visit <b>Order Details</b> to view any orders that have been placed <input type="checkbox"/> Send book fair reminders with ordering instructions (1-3 times per week)	<input type="checkbox"/> Log in to <b>My Account</b> and visit <b>Order Details</b> to view any orders that have been placed <input type="checkbox"/> Send book fair reminders with ordering instructions (1-3 times per week)	<input type="checkbox"/> Community Bookseller (or designated school volunteer) handles all purchases of books on-site <input type="checkbox"/> Remind parents to visit the book fair display as they drop off and pick up children <input type="checkbox"/> Send book fair reminders with ordering instructions (1-3 times per week)
<b>After the Event</b>		
<input type="checkbox"/> Log in to <b>My Account</b> and visit <b>My Events</b> to view total sales and free books earned <input type="checkbox"/> Redeem your free books (Barefoot Bucks*) at checkout for your next online order at <a href="http://barefootbooks.com">barefootbooks.com</a>	<input type="checkbox"/> Log in to <b>My Account</b> and visit <b>My Events</b> to view total sales and free books earned <input type="checkbox"/> Redeem your free books (Barefoot Bucks*) at checkout for your next online order at <a href="http://barefootbooks.com">barefootbooks.com</a>	<input type="checkbox"/> Community Bookseller removes display <input type="checkbox"/> Community Bookseller will provide event totals and instructions for redeeming any free books earned <input type="checkbox"/> Any remaining <b>wishlist</b> books will be delivered to school with free books earned

\*1 Barefoot Buck = \$1 in store credit. Barefoot Bucks are valid for 180 days after the date they were earned.

### Tips for a Successful Book Fair

- Encourage teachers to use Barefoot Books in the classroom before and during your book fair
- Help busy parents by sending multiple reminders about the book fair
- When announcing your book fair, share the reasons you chose Barefoot Books for your school
- Encourage parents to share the book fair link with out-of-town family and friends. Online book fair orders are shipped directly to customers throughout the US and Canada (excluding AK and HI)
- Virtual + Display and Traditional events:** Schedule your book fair to coincide with an event, performance or parent-teacher conferences to increase participation and give parents more time to shop
- Virtual + Display and Traditional events:** Share photos of your book fair display on social media
- Traditional events:** Ask your Community Bookseller to do a book talk at a parent coffee/meeting, in person or as an online live stream