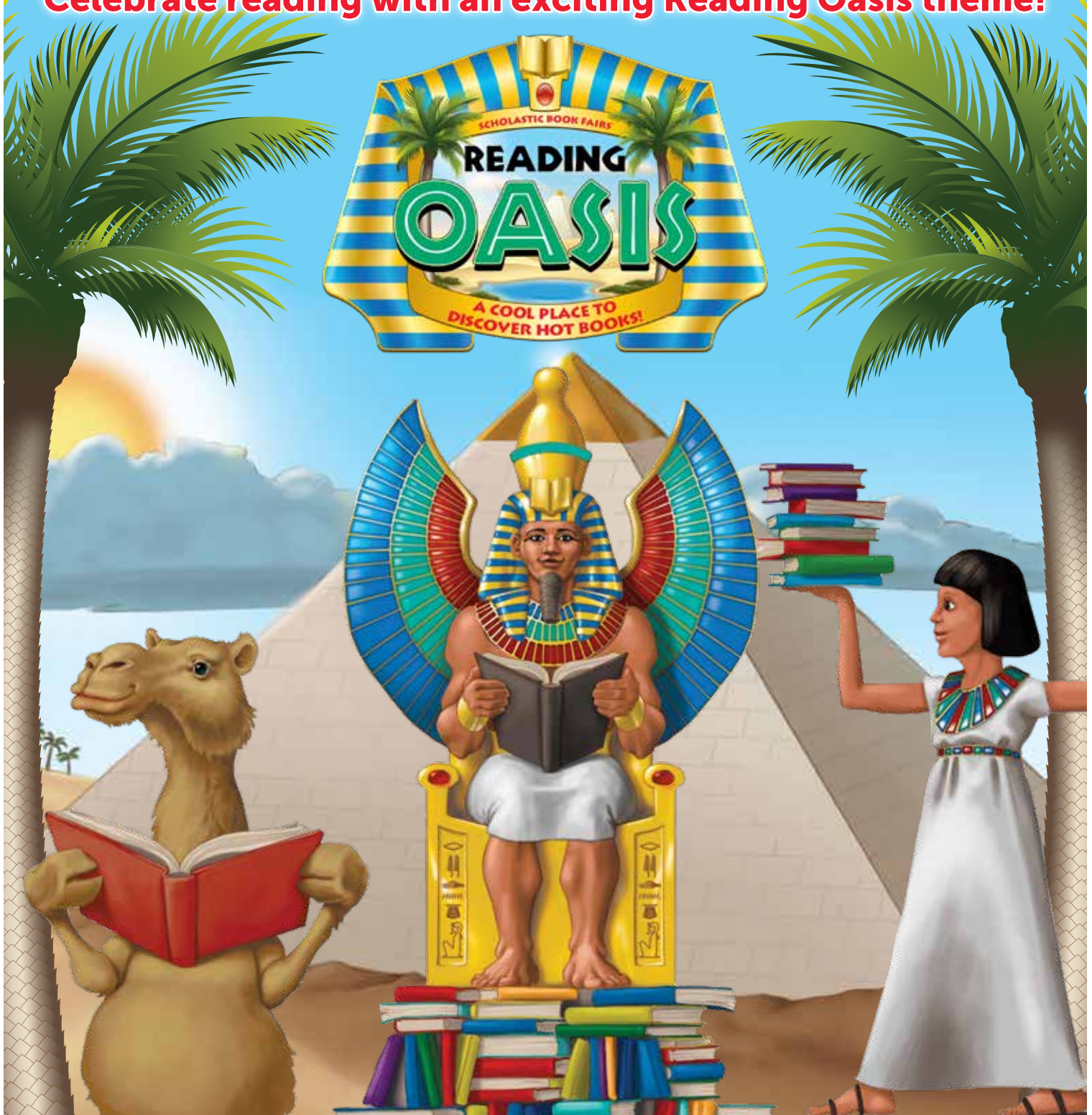


Try these fun contests and decorating

IDEAS

Celebrate reading with an exciting Reading Oasis theme!





A Cool Place to Discover Hot Books!

Recruitment GREAT Ideas

- Start recruiting team members six weeks before your Fair.
- Share team member opportunities through PA announcements, school newsletters, letters home, school events.
- Assign team members different roles and provide a list of jobs with time commitments and descriptions for each volunteer role.
- Provide snacks, water, and simple but thoughtful gifts to your team members.

Benefits of using a theme at your Book Fair:

1. Makes your Book Fair a memorable community event
2. Gives your Book Fair an original, inspired feel each season
3. Increases student involvement with fun, popular appeal
4. Creates a strong foundation to build goals, challenges and events.



Advertising

Increase awareness and participation using signage, announcements, social media, and more!

GREAT Ideas

- Start advertising early! Share Book Fair teasers three to four weeks before you kick off Book Fair week.
- Maximise the power of social media. Post regularly through your social media channels.
- Use all of the advertising materials provided in your Promotional Kit.
- Place plenty of banners, and directional arrows around the school.



▲ Use the directional arrows to steer shoppers directly to the Fair.

[Online Tools](#) ► [Excitement](#) ► [Decorations](#)



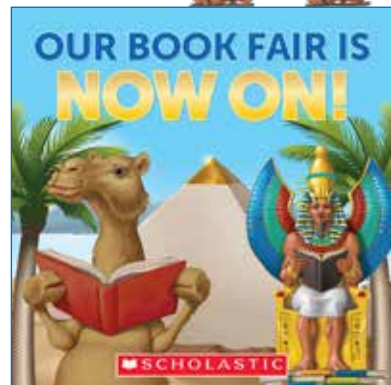
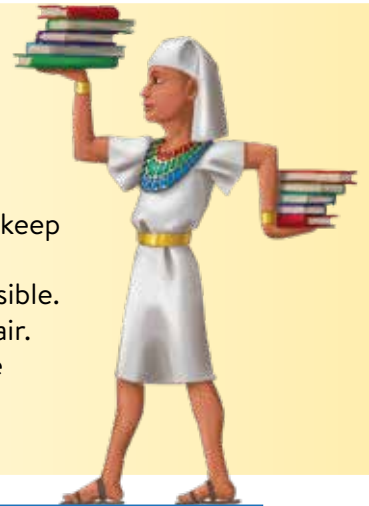


Social Media

As the tried-and-true marketing adage goes, people need to see the same message seven times for it to stick, and promoting on social media lets you do that fast.

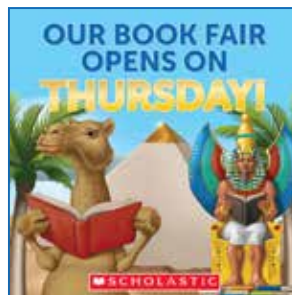
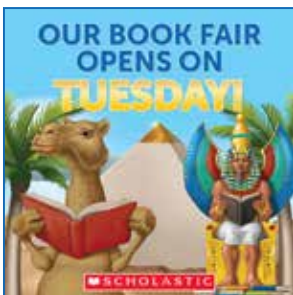
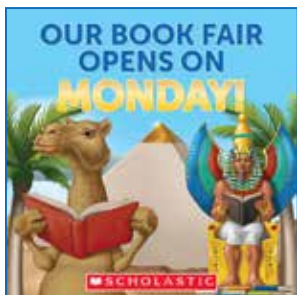
Promote your Fair where your customers are: Facebook, Instagram, and Twitter, and keep the following tips in mind:

- Post early and often! Post a save-the-date message for your parents as early as possible.
- Use the eye-catching graphics available from Online Tools to promote your Book Fair. Posts with visual content, such as photos or graphics, are 40 times more likely to be shared than text alone.



▲ Explore new ways to use social media for your Fair!

[Online Tools](#) ► [Advertising](#) ► [Social Media](#)

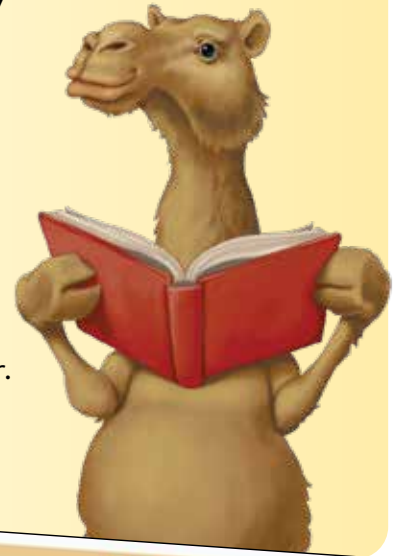


Contests and Activities

Add extra excitement to the Book Fair. Contests are an effective way to build excitement, get your students attention and direct them to the fair.

GREAT Ideas

- Launch a design contest. Ask students to create posters, and use them to decorate doors, bulletin boards, hallways, and more.
- Plan dress-up days for each day of Book Fair week! Students who dress up can be entered for the chance to win a prize.
- Encourage your principal to do short booktalks before, during, and after the Book Fair.
- Plan a staff member wacky stunt or award the students a special privilege when your school meets its Book Fair goal.
- Design a book cover. Place student work on display at the Fair.



▲ Scavenger hunt activity

Hold a Book Scavenger Hunt at the student preview. This is a fun game that will help the kids discover new books. You could use the completed activity as one entry into a raffle to be held at the Fair

[Online Tools](#) ▶ [Excitement](#) ▶ [Contests](#)



Decorating

Bring your Book Fair to life!

GREAT Ideas

- Recruit volunteers and artistic students to lend their talents and create a fun atmosphere.
- Decorate the entry with a large 'Welcome to our Book Fair!' sign and Reading Oasis background.
- Enlarge the supplied clip art to decorate your walls and doors.
- Make a Reading Oasis with a few bean bag chairs and a small wading pool.



▲ Reading Oasis background wall

Take your school community on a journey back to ancient Egypt!

[Online Tools](#) ► [Excitement](#) ► [Decorations](#)



► Date Palms

Decorate your Reading Oasis with date palms made from cardboard columns and poster board, oversize baskets, gold table covers and hieroglyphics.

[Online Tools](#) ► [Excitement](#) ► [Decorations](#)



▲ Camel Goal Chart

Build a thirsty camel to track your Book Fair Goal. "Fill" the camel's hump with water as your school approaches its goal.

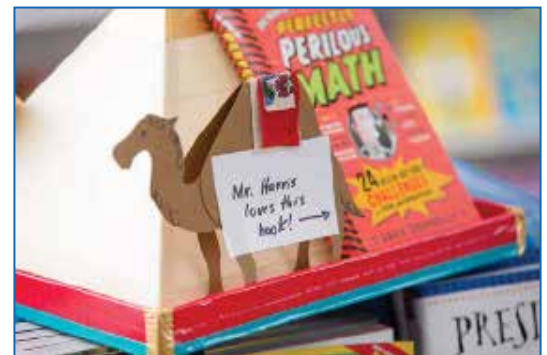
[Online Tools](#) ► [Excitement](#) ► [Decorations](#)



▲ Cashier Table

Create an eye-catching cashier station to help shoppers locate it easily and draw attention to school supplies.

[Online Tools](#) ► [Excitement](#) ► [Decorations](#)

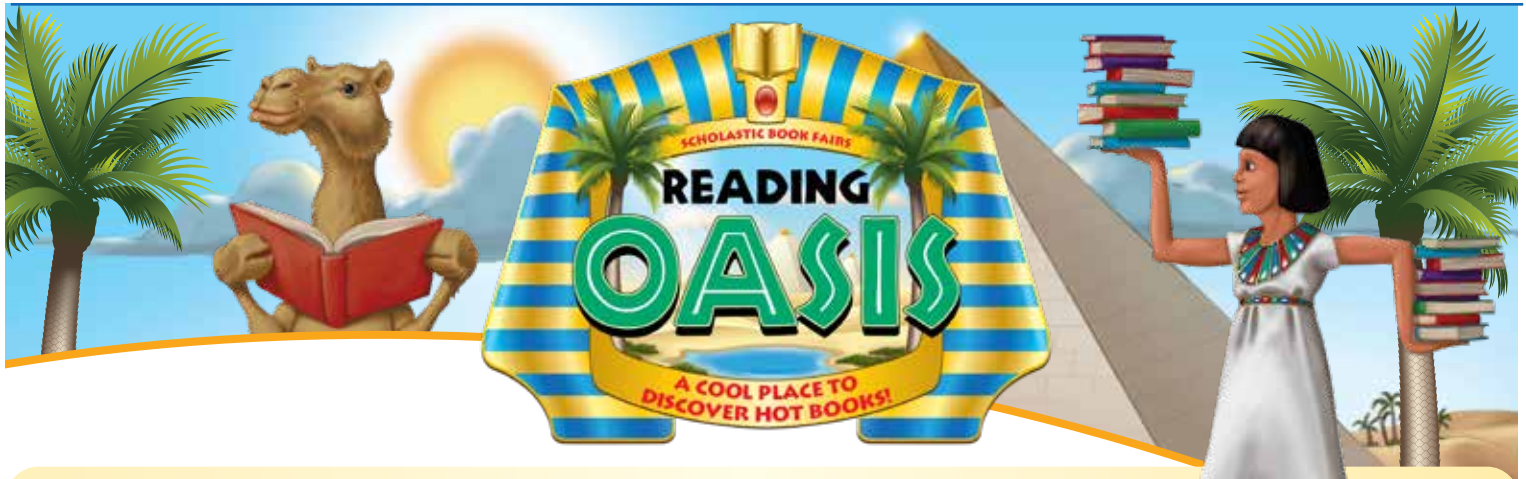


▲ Book Recommendation Camels

Draw attention to teachers' recommended books with fun camel cut-outs and pyramid table displays.

[Online Tools](#) ► [Excitement](#) ► [Decorations](#)





Help raise readers by holding a Family Event!

GREAT Ideas

- Promote your events using social media. Send save-the-dates and lots of reminders three to four weeks out to get on busy family calendars.
- Schedule multiple events before, during, and after school so all family members have the chance to attend.
- Combine your Family Event with an already scheduled event, such as parent/teacher conferences, or a school festival. Take advantage of an event already on their calendar!
- Promote your event with emails and flyers.
- Enter kids who bring a parent with them in a raffle.
- Serve finger foods, have fun activities for all ages, and feature shopping at the Book Fair.
- For younger siblings, set up tables where they can work on Reading Oasis themed crafts.
- Ask local businesses for food donations, gift card giveaways, or discounts on items for raffles.



Pyramid Display

Bring the Classroom Wish List to parents. At your Family Event, have volunteers push a library cart with the Classroom Wish List pyramid. Ask your consultant for a Classroom Wish List Kit to help make your display.

[Online Tools](#) ► [Excitement](#) ► [Decorations](#)

Reading Oasis Mummy & Sarcophagus

Create a fun photo op for families. A reading mummy wrapped in toilet paper and a colourful reading sarcophagus are fun props for your customers to interact with at your Book Fair.

[Online Tools](#) ► [Excitement](#) ► [Decorations](#)



Reading Oasis with bean bags & pool

Make a Reading Oasis with a few bean bag chairs and a small wading pool. Students and families will enjoy this comfortable spot to sample selections or enjoy their purchases at your Book Fair.

[Online Tools](#) ► [Excitement](#) ► [Decorations](#)

