

Book Fair Coordinator's Guide

Organizing a Book Fair with Parenting Press's help can be easy—and such a wonderful fund-raiser for your school or organization. Here are some suggestions that will help ensure the success of your Book Fair.

1. Plan ahead.

We suggest you distribute Book Fair flyers at least four weeks in advance of when you wish to submit your order to Parenting Press. Attach a cover letter similar to our sample (www.ParentingPress.com/bookfair/letter.pdf). Allow your families at least 10 days (including two weekends) to select their books. Your schedule should also allow a week or two for you to compile the orders, deposit the checks from your families and, if you like, accommodate a few last-minute orders. Your master order form, with one check or credit card charge, should be submitted to Parenting Press at least three weeks prior to your desired delivery date.

Here's a sample schedule for schools and organizations that want books delivered in time to be used as holiday gifts:

September: Announce that the Book Fair is coming.

Oct. 1: Distribute Book Fair flyers.

Oct. 16: Deadline for families to place orders with you.

Nov. 1: Submit your master order to Parenting Press via fax, Internet or mail.

Nov. 20: Your order is shipped from Parenting Press via media mail or UPS Ground.

Dec. 1 or earlier: Your books arrive.

2. Publicize your Book Fair.

- Publicize your Book Fair within your organization—with newsletter stories and posters. See www.ParentingPress.com/bookfair/release.pdf for a sample newsletter story. Use www.ParentingPress.com/bookfair/poster1.pdf and www.ParentingPress.com/bookfair/poster2.pdf for posters (this artwork can be photocopied at 129% for 11 x 17-inch posters).

- Use a bulletin board to post extra copies of the flyer and stories about Parenting Press authors (see www.ParentingPress.com/media.html for articles and pictures).

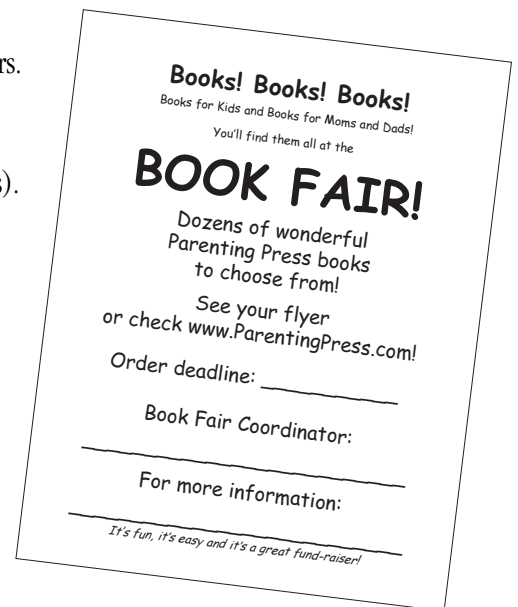
- Send a copy of the Book Fair flyer to every family that might order. Attach a photocopied letter (for an example, see www.ParentingPress.com/bookfair/letter.pdf) explaining whether you have chosen the discount or merchandise credit. If you have chosen the discount, tell your families what you'll be using the money for.

- Publicize your Book Fair in your community—to nearby schools, parenting groups, Sunday schools, baby-sitting co-ops . . . anyone who would like to buy parenting or children's books and support your fund-raiser.

- Send a final promotional note to your families the week before the order deadline: "Don't miss the chance to order Parenting Press books and support this fund-raiser" or a similar message.

3. Explain how the Book Fair works.

- In the letter that accompanies the flyer (for an example, see www.ParentingPress.com/bookfair/letter.pdf), explain that each family should complete an order form and give it to you, the Book Fair coordinator, with a check made payable to your school or organization. If you want your books delivered to a Washington state address, each check must include 8.8% sales tax. Save the order forms you receive from each family.



- Your families may order any book published by Parenting Press that is currently in stock. This includes the books described on the flyer and many of other books described at www.ParentingPress.com or in the paper Parenting Press catalog. You may order books described as “Showcase” on pages 59-61 of our online catalog but they are not eligible for the Book Fair discount and do not count toward your Book Fair total.
- Your school or organization’s discount or merchandise credit will be based on the books that are ordered at one time, with one check, and delivered to one address. You may order as often as you like, but larger orders mean more funds for your school or organization.

4. Place your school or organization’s order.

- Use the master order form to compile the orders you have received. Total the amount due before sales tax (if applicable).
- If your school or organization has selected the discount, calculate your discount based on this dollar figure. To see the discount that your order qualifies you for, see www.ParentingPress.com/bookfair/discount.pdf. If you need help, please contact Parenting Press at office@ParentingPress.com. Type “group sale discount” as the subject line of your message.
- If you have selected the merchandise credit, calculate your credit based on this dollar figure. To see the merchandise credit that your order qualifies you for, see www.ParentingPress.com/bookfair/credit.pdf. If you would like to use all or part of your credit now, complete Page 2 of this form, listing the books you’d like to order with your credit. Save a copy of this order form so you will know which books were ordered for your school or organization. If you need help with your merchandise credit order, please contact Parenting Press at office@ParentingPress.com. Type “group sale merchandise credit” as the subject line of your message.
- Submit your order via fax, Internet or mail. All orders must be prepaid with a credit card or check. Make sure you legibly print or type your contact information so that we can contact you promptly in the event of questions.
- Because this is a special order, books can be returned or exchanged only if they arrive damaged. When you receive your order, please check the books carefully before you distribute them to your families. Ensure you have received what you ordered. If you have any questions about your order after it arrives, please call Homer Henderson at (800) 992-6657, Ext. 101.