

Sunset Ridge/Middlefork School PTO Board Report

Submitted by: Sarah Cohn, Laura Curry, and Carma Pagni

Board Position and Year held: Middlefork Book Fair Co-Chairs 2022, 2023

Approximate Budget: Whatever you spend comes out of profits from book fair sales, so we recommend keeping this super low (~\$250)

Key Responsibilities:

August	
September	<ul style="list-style-type: none">• Meet with librarian to discuss theme, set timeline, decide on activities, etc.
October	
November	<ul style="list-style-type: none">• Send “save the date” communication in November PTO Monthly Matters about upcoming book fair• Mid-November, secure parent volunteers for in-school and family book fair shopping times• Mid-November, begin promoting book fair in Friday newsletter• 2 weeks before book fair, send home physical Scholastic book fair flyer and parent letter encouraging parents to set up an eWallet account for each child
December	<ul style="list-style-type: none">• Include fair info in December PTO Monthly Matters & send out Parent Square reminders to parents at regular intervals leading up to fair week.• Book Fair Week!! (we’ve found that holding the fair the second week back from Thanksgiving break works well and gives us an opportunity to encourage parents to shop for holiday gifts) —> SEE BELOW for notes on Book Fair Week
January	
February	<ul style="list-style-type: none">• Select dates for the following school year’s book fair with Librarian and Principal and reserve dates with Scholastic
March	
April	
May	
June	
July	

Key Contacts:

Name	Email	Phone
Kellie Johnson, MF Librarian	johnsonk@srd29.org	
Donna Loftus, Scholastic Book Fair Consultant	DLoftus@scholasticbookfairs.com	800-822-3247 Ext:2149

Book Fair Notes

Reading Challenge

- Each year we've offered a reading challenge leading up to the book fair to help build student excitement.
- Students who complete the reading challenge get a small themed prize when they visit the book fair with their class.

Family Book Fair

- In 2021-22 we held one family book fair evening beginning after school and ending around 7:30pm. The subsequent two years we held family book fair shopping hours two evenings — one with hours directly after school (3:15-5:15pm) and the second later in the day (5:15-7:15pm). There are pros and cons to each schedule, but both work.
- We offer a Principal Read-Aloud and Teacher Readers' Theater during the family book fair. Other engagement activities could be swapped out for these.
- We also started giving out a small themed snack to kids who come to the family book fair. For example, we gave out s'mores kits during the Happy Camper themed fair.

Teacher Preview Breakfast

- The morning the book fair starts, we invite teachers to get a "sneak peek" of the fair and make their wish lists, which consists of teachers selecting books from the fair that are set aside for parents to purchase during the family fair hours.
- We bring a small breakfast for the teachers — Starbucks coffee tote, scones, fruit, etc.

Decor

- This is one of the funnest parts of the fair prep. Kids really love to see the library transform into whatever theme is selected for the book fair. Work closely with Kellie on decor, as she has access to things like a poster printer at school.

Past Themes

- 2021-22 School Year: Happy Camper
- 2022-23 School Year: Winter Wonderland
- 2023-24 School Year: Crack the Case mystery

Misc. Info

- We've had pretty consistent total sales of between \$9,000-\$9,500 each year.
- The Scholastic Book Fair Toolkit is a resource to lean on heavily. It has editable graphics, communication templates, etc. that will save you time.
- Check in with Scholastic close to the fair date to have them explain the restock process. They make changes to this at times, so best to check with Donna (Scholastic consultant) on how to maximize restocks.
- Plan for a full morning for book fair set up and recruit volunteers to help expedite the process.