

## A Practical Guide to Holding a Successful Book Fair at Watermark Books

Thank you for choosing to partner with Watermark Books & Cafe on your in-store book fair! We appreciate you and want you to have a successful event.

### What is an in-store book fair?

A book fair takes place at Watermark Books & Cafe. A percentage of in-stock book sales will go to your school or organization. Typically, book fairs are up to two days; Fridays and Saturdays are best combination, but we can host them any day of the week. Watermark will donate a percentage of all retail purchases made by customers who present *an organization voucher or online code*.

### Donation Scale:

Sales	Cash Back	Watermark Gift Card
Less than \$1000	10%	15%
\$1,000 to \$2,000	15%	20%
More than \$2,000	20%	25%

### How do I set up a book fair?

Contact Melissa Fitzgerald, Children's Event Coordinator, either by phone at (316) 682-1181 or by email at [melissa.fitzgerald@watermarkbooks.com](mailto:melissa.fitzgerald@watermarkbooks.com).

### How far out do I need to schedule a book fair?

We recommend scheduling at least two months in advance.

### How do I make sure people come to our book fair?

1. Getting the word out through social media, school newsletters, posters and flyers works best. We recommended sending out announcements at least three separate times. (See the Book Fair Timeline)
2. Planned activities throughout the day are an excellent way to encourage people to attend. For instance, a recent book fair for DEAFKan had students helping out with story time, readings of stories by members, and the signing of the national anthem outside. Price-Harris Communications Magnet combined their in-store book fair with student music programs, having children perform every hour throughout the afternoon, as well as story times with their principal. Additionally, Watermark can provide space for information tables when given advance notice.
3. Watermark will donate two (2) \$15 gift cards for door prizes, if requested.

**What if I have out-of-town relatives or families that are not able to attend the day of the book fair?**

Watermark will provide an online coupon code that will be active the days of the book fair in order to accommodate people who are unable to attend the book fair in person. All online sales *made with the code* will count toward the final book fair total.

**If I have planned programming, how do I make sure things are set up?**

Let us know of any special set-up requirements -- audio equipment, display tables, how much space your group needs -- at least two weeks in advance.

**Can I make sure we have specific books -- wish lists for teachers, books specific to our interests, etc. -- on hand for people to buy?**

Absolutely! Provide us a list of books and quantities desired three weeks in advance.

**How do we make sure purchases count toward the book fair?**

Make copies of the PDF voucher and distribute ahead of the book fair. Vouchers *must* be presented at check out to be counted toward your total.

**Can I ask other customers not associated with our group to participate in the book fair?**

Solicitation of Watermark Books & Cafe customers is not permitted.

**Are there any items that don't count towards our book fair?**

Yes. Consignment books, magazines, newspapers, and food items are not counted toward the book fair total.

**How will Watermark distribute credit / funds after the book fair?**

Within three workdays of the book fair, we will tally up the pre-tax purchases and contact your organization about the total and your options for payment as noted on the chart above. Credit or payment will be posted within one week.

**Can we do this every year?**

Yes! If you would like your book fair the same time every year, let us know. Check in with Melissa two months prior to the scheduled book fair to review plans and arrange for vouchers.

**Can we have a book fair at our school / organization?**

Yes. We can bring a limited selection of books to your school. The terms for the book fair will be the same as the in-store fair.

## **Book Fair Timeline:**

Two months prior:

- Schedule a date with Watermark by emailing Melissa Fitzgerald at [melissa.fitzgerald@watermarkbooks.com](mailto:melissa.fitzgerald@watermarkbooks.com)
- Receive voucher PDF
- Send out announcements in emails, on Facebook, flyers

One month prior:

- Send out announcements in emails, on Facebook, flyers
- Arrange for programming, if applicable

Three weeks prior:

- Send Watermark a list of any special books that you'd like to have on-hand at the book fair

Two weeks prior:

- Send out announcements in emails, on Facebook, flyers; remind your constituents about the book fair and encourage them to spread the word
- Make sure Watermark knows of any special needs: tables, audio equipment, etc.

Two days prior:

- Have extra copies of the voucher on hand to distribute prior to the event as a last-minute reminder
- Make sure that any programming is arranged, and that all participants will be there

On book fair day:

- Watermark will be responsible for any special arrangements you've requested
- Come, have fun, encourage your people to shop!
- Remind out of town or others unable to come about the online component by resending the coupon code via email or social media

Within one week after the book fair:

- Watermark will post credit or mail your check

**Testimonials:**

Watermark Books was the perfect setting for our Price Harris family to convene for our Fall Book Fair. The students sang festive songs and parents got a head start on Christmas shopping. Watermark Books and Cafe staff were very accommodating, and we highly recommend this type of event for other schools! -- Jacque Waite, Price-Harris Elementary parent

Our elementary students were intrigued by the books at Watermark and enjoyed singing for their families and any customers who happened to be there during our short performances. The students grew their musical skills by singing in public. Families enjoyed it as a time to celebrate the season, discover some new books at our neighborhood bookstore, and raise money to benefit the school. -- Lauren Hirsh, Price-Harris Elementary music teacher

"Switching our annual book fair to Watermark Books & Cafe was one of the best decisions we made. They supported all of our ideas, from moving furniture around for performances to pre-ordering books specific to Deafness and Deaf culture. The staff was friendly, knowledgeable, and very accommodating. The best part was watching our supporters discover the bookstore for the first time. Several of them told me they were planning to come back after the book fair because they liked the store so much." -- Heidi Harris, Executive Director DEAFKan