

Online Toolkit for Your Catholic Book Fair

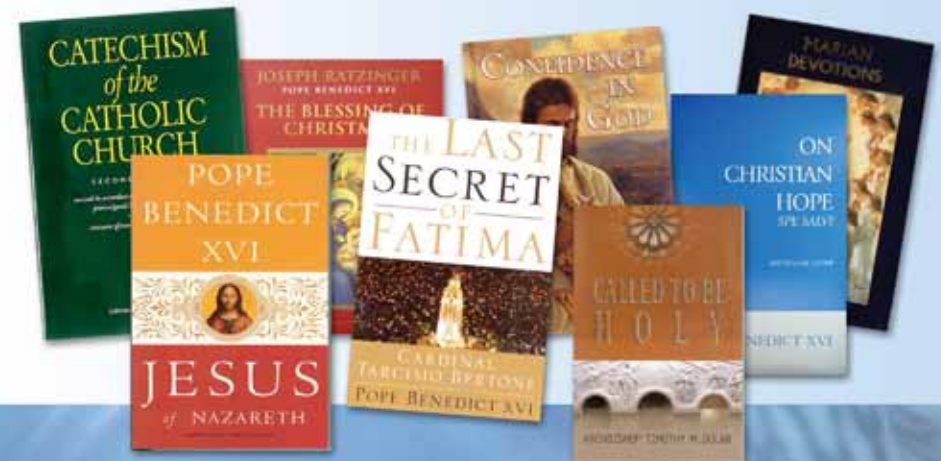
To make it as easy as possible to plan and promote your Catholic Book Fair, we have created a series of documents for your use. You may use them as is, or as a starting point to develop your own materials. The materials, and their descriptions, may be found at www.mariancenter.com/toolkit. Included in the toolkit you will find:

- *The Catholic Book Fair Coordinator's Guide*
- *Bulletin Insert*
- *Sample Letter to Parishioners/Parents*
- *Catholic Book Fair Promotional Poster*
- *Class Schedule*
- *Volunteer Schedule*
- *Order Forms*
- *Volunteer Checklist*
- *Receipts*
- *Catholic Book Fair Contract*
- *Catalog of Titles*



Catholic Book Fair Coordinator's Guide

What you need to know to plan a successful Book Fair!



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This guide is provided in the hopes that it will make the planning of a successful Catholic Book Fair easy for you. These tips and guidelines are offered by others who have ‘been there, done that’ and share the same goal that you do – getting good, authentic Catholic books into your parishioners’ homes.

1. Plan, Plan, Plan...

- Set the date for your Catholic Book Fair at least four weeks in advance. Consult the parish/school calendars to avoid as many conflicting events as possible.
- Get permission from your parish priest/administrator to place an insert in the Sunday bulletin two weeks prior to the Catholic Book Fair and on the Sunday(s) of the Catholic Book Fair. (See *Sample Bulletin Insert* at www.mariancenter.com/toolkit.)
- Arrange for announcements to be made in church the week prior to the Book Fair and the Sunday(s) of the Catholic Book Fair. (See *Sample Announcement* at www.mariancenter.com/toolkit.)
- Determine how many days/shifts will need to be covered by yourself or your recruited volunteers. (See *Sample Scheduling Form* at www.mariancenter.com/toolkit.)
- Arrange for a place to set up the book display for parishioners to view after the weekend Masses.
- If the Catholic Book Fair is intended for the parish school, make arrangements for a room to be used for a few days on the school campus. This will allow you to schedule classes to visit the Catholic Book Fair display and place their orders.
- Review the title selections available for the Catholic Book Fair and consult with the staff of the Marian Center as needed to finalize your selections.

2. Publicize, Publicize, Publicize...

- Send home flyers and letters with all school children two weeks prior to the Catholic Book Fair. (See *Sample Letter* at www.mariancenter.com/toolkit.)
- Arrange for a short announcement in any available parish or school newsletter.
- Send home Catholic Book Fair flyers, order forms and proposed schedules one week prior to the event.
- Place publicity posters on any available bulletin boards. (See *Sample Poster* at www.mariancenter.com/toolkit.)

3. Explain, Explain, Explain...

Become an expert on the entire Catholic Book Fair process! You will be asked many, many questions, so here is a brief explanation of how it works.

If the Catholic Book Fair is to benefit the school, you will typically be set up in a room and all the school classes will be scheduled a particular time to visit the Catholic Book Fair display to view the selections and place orders. This can take place over one – or several – days. You will provide order forms for all of the students (one should be sent home with each student prior to the Catholic Book Fair). Parents should be made aware of when their child’s class will be visiting the Catholic Book Fair display in case they wish to accompany them. Parents or students will indicate which books they wish to order, take the form to the volunteer who will subtotal the order, calculate any applicable sales tax and then determine the grand total which is paid by cash or check (payable to the school/parish).

Once all classes have had an opportunity to order, and the Catholic Book Fair display has been made available to the parish after Sunday Masses, you will return the display books (if you have not elected to purchase them at our discounted rate), master order form(s), and one check for the total order amount to the Marian Center. The Marian Center then orders all the materials; this process generally takes 2-3 days, occasionally longer depending on the season. Materials will be shipped to the school/parish for you to organize and distribute.

Tips for a Successful Book Fair

- It is generally better to have the “After Mass” portion of the Catholic Book Fair prior to the week that the school classes make their selections. This will allow parents to view the materials and help them prepare their orders.
- Organize each class’ orders by keeping the order forms separated in 9x12 envelopes.
- Be certain that the volunteers indicate the method of payment and carefully review the order form for name, phone number and the child’s class.
- Keep some standard supplies handy–stapler, extra pens, pencils, calculators.
- Have a cash box for storage of cash and checks and change available for cash purchases.