



Suggested Wording to Promote Your Book Fair

BEST PRACTICES

How often should announcements and reminders be sent?

- Two weeks ahead
- First day to order / shop
- During the fair: Every other day for fairs up to 1 week or once a week for fairs longer than 1 week.
- Last day to order

Who Should Receive Messages? Be sure your distribution list includes:

- Parents and caregivers
- Teachers
- Administrators and staff
- School board members (if applicable)
- Partnering organizations or sponsors

SUGGESTED WORDING

Text Message or Tweet

Our online book fair starts today! To order, enter event ID _____ at [barefootbooks.com/find-a-book-fair](https://www.barefootbooks.com/find-a-book-fair).

Help us earn free books for our classrooms and library. Shop at our online book fair! [barefootbooks.com/find-a-book-fair](https://www.barefootbooks.com/find-a-book-fair) (Event ID _____)

Short Blurb for Email, Newsletter or Facebook

Our online book fair will run from [date] to [last day to order]! We are partnering with Barefoot Books - an award-winning, independent children's publisher in Concord, Massachusetts. Barefoot offers visually captivating books for children ages 0 - 13 that celebrate diversity, spark curiosity and capture children's imaginations. You can visit the book fair through this link: <https://www.barefootbooks.com/find-a-book-fair> (Enter our Event ID _____). For every order placed, [school] earns 20% in free books for our teachers and library!

Learn more about Barefoot Book fairs at <https://www.barefootbooks.com/bookfairs>



Long Email Message

Dear [school name] families,

Our online book fair opens today and will be open through [last day to order]!

You can access the book fair through this link: <https://www.barefootbooks.com/find-a-book-fair>

Enter our Event ID _____

What to know about our book fair:

- [school name] earns 20% in free books for every purchase
- All online purchases will be shipped directly to you. [For US schools: Orders between \$50 and \$130 ship free!]
- You can share our book fair link and Event ID with friends and family. Book fair orders can be shipped throughout the US and Canada (except Hawaii and Alaska).

Each [school name] classroom teacher as well as [our librarian or other staff], has created a classroom book wish list, so this is a wonderful opportunity to provide new reading material to enjoy at school! You can find these lists [online with link, posted in the front office, etc.].

About our new vendor: We are partnering with Barefoot Books - an award-winning, independent children's publisher in Concord, Massachusetts. Barefoot offers visually captivating books for children ages 0 -13 that celebrate diversity, spark curiosity and capture children's imaginations.

We are all incredibly excited to explore a world of new books, support an independent publisher and provide support for our wonderful [school name] community. If you have any questions, feel free to contact [book fair organizer] at [email address and/or phone].