

# SCHULER BOOKS & MUSIC

Grand Rapids • Lansing

Attn: Community and Business Services

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[www.SchulerBooks.com](http://www.SchulerBooks.com)

## **SOME HELPFUL BOOK FAIR ADVERTISING TIPS:**

1. **Who?** Prominently list the name of your school so everyone knows who will benefit from your fundraising efforts. Include a contact name.
2. **What?** Besides letting people know you're holding an In-Store Book Fair fundraiser, consider being specific about your goals regarding a total you'd like to reach.
3. **When?** Clearly list the date and time.
4. **Where?** As we have four locations, please make the specific Schuler store very obvious.
5. **How?** Make sure your supporters know that they must mention the name of your school to the cashier at ***the time of the sale***. The designation cannot be added to a completed transaction, so make sure you get credit for everything spent.

## **BOOK FAIR FAQs:**

### ***How much can my group expect to earn?***

Our experience has been that the answer to this question lies primarily in the effectiveness of your school's promotion and advertising. We've written checks for small amounts and we've written them for several hundred dollars.

### ***How is Book Fair scheduling determined?***

On a first come, first served basis. We limit participation to one school per city in the same week. If your requested date is already booked, we'll ask if you're able to reschedule. We don't schedule Book Fair fundraisers during the month of December.

### ***What items count towards a Book Fair sale?***

Anything that can be purchased at a Schuler location qualifies, with two exceptions – special orders and consumables from our Chapbook Cafes.

### ***May we provide entertainment for our students and families?***

Yes, indeed! The most successful Book Fairs we've seen have included activities and entertainment that run throughout the day. Schuler won't be involved in the conducting of such activities other than logistically, such as providing space in the store, tables and chairs, etc.