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**So, you've booked an author visit with bbgb, and are wondering:
How can I prepare my school for visit day and promote book sales?**

See below for a list of what our school partners have done in the past leading up to a visit. By no means is all of this required, and you may have a completely unique idea of your own. Just think of it as inspiration!

- Include the promotional flyer provided by bbgb in folders that go home with students every week
- Include the promotional digital blurb in weekly school newsletters to families
- Put flyers up through the school
- Leverage eBlasts from the school and or PTA/PTO
- Read some of the creator's book aloud as a part of class time
- Come up with an interactive activity related to something in the author's book (ex. short story writing, a craft or drawing, coming up with unique characters or worlds, etc.)
- Have an "author research day", where you dedicate time to learning about the author, their background, and their books!
- Include the author visit in the morning announcements, or better yet, have a student make the announcement!
- Have the library buy copies of the author's books for students to check out
- Sign your school up and share the visit on [DonorsChoose](#), a nonprofit organization that allows individuals to donate directly to public school classroom projects (This is a great option for Title 1 school partners!)
- If the date of the visit coincides near Parent/Teacher Conferences, plug the visit and that you can order books at them.
- See if the PTA/PTO would like to buy some as prizes throughout the year — get them signed!

- See if the teachers would like to buy any for their classrooms
- Create a book display of the author's books in the library
- Have a contest where a student can be selected to introduce the author
- Have students come up with questions that they would like to ask the author—these are great to then use for the Q&A portion of the visit!
- Create a welcome banner to display on the day of the visit so that the author can see
- Reserve a parking spot for the author and make a sign for it! (If you are doing this, please let us know so that we can let the author or their media escort know)
- Make a thank you card or put together a gift bag to give the author on visit day
- Bake cookies for the visiting creator themed after their book!