

Book Fair FAQ Guide

*A detailed reference for schools, preschools, homeschool groups, hospitals, churches, nonprofits,
and community organizations*

BIG REWARDS, EVEN FOR SMALL FAIRS

Qualifying fairs begin at just \$250 in sales. Organizations can choose 50% back in free books or tiered cash rewards of up to 20%.

Getting Started

1. Who can host a book fair?

Book fairs are not just for traditional schools. They can be a great fit for preschools, elementary schools, homeschool groups and co-ops, churches, hospitals, nonprofits, community organizations, and other groups serving children and families. The fair can be tailored to the size, needs, and goals of your community.

2. Is there a minimum sales requirement?

Yes. Qualifying book fair rewards begin at just \$250 in total fair sales. This low starting point makes the program especially accessible for smaller schools, preschools, homeschool communities, and organizations that may not have the audience for a large traditional book fair.

3. Is there a cost to host a book fair?

There is no fee to get started. We will talk through your organization, goals, timeline, space, and preferred fair format so we can create a plan that makes sense for your community.

4. How far in advance should we book?

The earlier, the better, especially if you have specific dates in mind. Booking ahead gives us more time to plan, promote, curate, and build excitement. If you are working with a shorter timeline, reach out anyway. Depending on the type of fair and calendar availability, a shorter planning window may still be possible.

Choosing Your Fair

5. What types of book fairs can we host?

Fairs can be designed as in-person, online, hybrid, or smaller pop-up experiences. In-person fairs create a traditional browsing experience. Online fairs allow families to shop from home. Hybrid fairs combine both options, and pop-up fairs work well alongside family nights, open houses, conferences, storytimes, holiday events, or other community gatherings.

6. How long does a book fair last?

The timeline can be built around your organization. A fair might be a one-day pop-up, a special-event fair, or a multi-day shopping experience. We will choose a schedule that gives families a good opportunity to shop without creating unnecessary work for your staff or volunteers.

7. What ages and types of books are available?

There are options for a wide range of ages and interests, from babies and toddlers through teens, plus selections adults may enjoy. Families can discover picture books, chapter books, graphic novels, nonfiction, activity books, educational resources, puzzles, games, and hands-on learning products.

Rewards

8. What rewards can our organization earn?

Your organization can choose the reward path that best supports its goals. Qualifying fairs can earn 50% back in FREE BOOKS or choose tiered cash rewards of up to 20%, based on total fair sales.

9. What does 50% back in free books mean?

It means your organization receives free-book value equal to 50% of qualifying fair sales. For example, a \$500 fair earns \$250 in free books, a \$1,000 fair earns \$500 in free books, a \$2,000 fair earns \$1,000 in free books, and a

\$5,000 fair earns \$2,500 in free books. These rewards can be a powerful way to refresh a library, build classroom collections, or put more books into the hands of the children you serve.

10. How do the cash rewards work?

Organizations that prefer flexible funds may choose the cash-reward option instead of free books. Cash rewards are tiered according to total qualifying fair sales, with rewards increasing as the fair grows and reaching up to 20%. The exact reward structure will be reviewed with your organization when planning the fair so you know your goals and earning potential from the beginning.

11. Can we earn bonus or loyalty rewards?

Select fairs may have opportunities to unlock additional book bonuses, milestone rewards, or returning-host perks. Any available bonus opportunities will be discussed during the planning process so your organization knows what it can work toward.

Shopping & Payments

12. How do families shop and pay?

Shopping is designed to be easy and flexible. Families will have convenient payment options available during the fair, making checkout simple for both families and your organization. For online fairs, families can shop and check out directly online. Before the fair begins, your organization will know exactly how shopping and checkout will work for your specific event.

13. Does our organization have to handle payments?

Checkout and payment processing are planned with your organization before the fair. I typically manage the payment system and provide everything needed for checkout. For fairs with approved Drop & Go shopping periods, designated school staff or trained volunteers may process transactions using the checkout system and step-by-step instructions I provide.

14. What happens if a popular book sells out?

Popular titles can go quickly. When an in-person selection is no longer available, I will help families determine whether another ordering option is available so they have the best chance of getting the book they wanted.

15. Can teachers create classroom wish lists?

Yes. Classroom wish lists can be a wonderful way for teachers to identify books they would love to add to their collections and give families an easy way to support their child's classroom. We can discuss the best way to incorporate wish lists into your specific fair.

Setup, Staffing & Support

16. Who handles setup and cleanup?

You will not be handed a book fair and left to figure it out alone. I will work with your organization ahead of time to create a clear setup and event plan. The exact setup and cleanup needs will depend on the size, location, and format of your fair, and we will establish responsibilities before the event so everyone knows what to expect.

17. Do we need volunteers?

It depends on the size and format of your fair. Smaller fairs may need very little additional help, while larger in-person fairs may benefit from volunteers during setup, busy shopping periods, or family events. We will talk through staffing together so you can plan appropriately without recruiting more help than you actually need.

18. Will you help us promote the fair?

Absolutely. You will not be left to figure out a promotion on your own. I will provide guidance and resources to help you share your fair, communicate with families, build excitement, and work toward your sales and reward goals. Depending on the fair, this may include ready-to-share digital materials, family reminders, social content, shopping information, and promotional ideas.

19. How much work will this be for our staff or organization?

My goal is to make your fair feel manageable, organized, and well supported. I will guide you through the process from planning through rewards, provide clear next steps, and handle the pieces we agree on together. Your level of involvement will vary based on the type and size of the fair you choose, but you will never be expected to build the entire experience from scratch.

After the Fair

20. What happens when the fair ends?

Once the fair is complete, sales are finalized and your qualifying rewards are determined. I will walk your organization through the next steps for receiving or selecting your rewards and help wrap up any remaining fair details.

21. Can we host another fair in the future?

Absolutely. Organizations are welcome to host again, and returning fairs may be eligible for special loyalty or bonus opportunities when available. Hosting again can also make planning even easier because we can build on what worked well for your community the first time.

Ready to Get Started?

22. How do we book a book fair?

Start by reaching out and telling me a little about your organization. We will talk about your community, goals, preferred dates, fair format, and reward options. From there, we can decide together what kind of book fair will be the best fit and create a simple plan for bringing it to life.

More books in kids' hands. More resources for your organization. A book fair you don't have to figure out alone.

The Connected Family with Lauren Shanks | [Read, Nurture, Grow](#)