

Week 1: Establishing Your Student-Run Bookstore

For all activities by week, please read the following sections at least one week ahead of time so you can plan the activities and promote them during the week.

Your grand opening is an opportunity to set the stage for the weeks to come. The more excitement you generate from the students for your grand-opening, the more enthusiastic they will be in subsequent weeks.

We highly recommend you conduct the following activities to promote your grand opening and the first week that your store is open.

Grand Opening Promotional Activities:

1. Letter to Parents – It is very important that you send a letter home to the parents approximately 1 week before your grand opening to ensure they are informed about the store’s operating hours, the cost of books and how much money to provide to their children. A template is available in this section.



2. Hang posters – Posters are included in your bookstore start-up kit. They display the store operating hours, location and cost of books. This is an important reminder of when and where your bookstore is located. The appendix of this instruction manual has seasonal reproducible posters that you can hang around school or in the bookstore as well.



3. Morning Announcements – Select students to serve as the Public Relations Executives and announce the impending grand opening with an exciting message during your school's morning announcements. Have students write and deliver these announcements two or three times the week before the grand opening.



4. Name the Bookstore Contest – Conduct a Name the Bookstore Contest. Ask students to drop submissions in a box in the front office, or give the suggestion to their classroom teacher to turn into the office. Provide a free book of their choice to the winner as well as an announcement of the winner.

We need your help!
Name our new student-run bookstore and win a book from the new bookstore.

5. Have a grand opening celebration ribbon cutting ceremony –

Moments before the doors open for the first time, conduct a ribbon cutting ceremony outside of the doors to the bookstore or in front of the table set up. Invite local dignitaries, the local press, parents, students and school administrators to be a part of the ceremony.



Note: If you plan to invite individuals from outside of the school, plan at least two weeks ahead!

In addition to these promotional activities, you will also need to complete the following activities after each store opening to ensure your bookstore opening runs smoothly and you are prepared for your next day of operation.



1. Close the bookstore for the day – If you are set up in an area that can be locked, you can simply clean up the store so it is presentable for the next store opening. If you set up in a non-permanent location, you will need to store the books in a protected location and set up again the following week.



2. Verify employee schedule – Ensure you have distributed your employee schedule and determined who will work the next time your store is open. If the student workers are always the same, remind them of when they need to arrive at the store. You can find a sample employee schedule in the pre-grand opening section of this instruction manual.



3. Conduct inventory count – After the store closes, you will want to review your remaining book selection and determine if you need more books. If you do, visit www.teacherwide.com to place your order. You will earn bonus points for each order. Remember, you can use your bookstore account agreement so you do not have to pay upfront.



4. Deposit book sale money – Deposit the money you collected from the store opening in the method you have chosen (to the school secretary, in a bank account, etc).

5. Prepare next week's activities – check the next section of this instruction manual to see what recommended promotional activities are listed for you to complete. Remember, the more you promote your store and generate enthusiasm, the more excited your students will be to visit the bookstore.



Dear Parents,

We are excited to announce the grand opening of our student-run bookstore. The grand-opening will be on _____ at _____. We will continue to be open throughout the year on the following days and times:

Day(s): _____ **Time:** _____

Books Cost Only: \$ _____

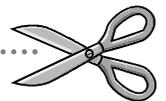
We encourage you to visit the bookstore with your child and to become an active participant in your child's literary development. Scientific research emphasizes that parental involvement is critical to a child's literary success. In addition, research shows that access to a variety of books (such as through the bookstore) affects a child's reading motivation and achievement. The more your child reads, the better his/her vocabulary, reading skills and knowledge will be.

We are currently offering a great selection of titles at the bookstore. Gift certificates and pre-paid cards may be purchased in several denominations. If you would like to purchase a pre-paid card, please fill out the tear-off below and return it to the bookstore along with the appropriate amount.

We have great titles at great prices. We look forward to seeing you and your children at the student-run bookstore this year.

Sincerely,

.....
Child's name _____



Class _____

Number of prepaid cards ____ **at \$__ each.**

Total: \$ _____

Parent/Guardian Signature _____

Date: _____

Please return with cash or check.

Week 2: Design a bookmark contest

Overview: For the second week that you run your bookstore, you will want to focus on consistency – a consistent time and location that the bookstore is open, consistent pricing for each of the books, and a consistent method of managing the bookstore employees.

This week, to keep the enthusiasm alive in the bookstore, promote a “Design a Bookmark” contest.

- **Step 1:** Hang flyers (reproducible flyer included on the next page) around the school inviting students to submit their bookmark designs. Begin promoting this contest when the bookstore closes the previous week. Set the deadline the day before the bookstore reopens this week.
- **Step 2:** Make copies of the bookmark design template available for students to use to make their own designs. Determine where students will pick up the templates and write this information on the flyer.
- **Step 3:** Determine and advertise a location for students to drop off their bookmark designs.
- **Step 4:** Make a decision and announce the winner of the contest the day before or the morning of the bookstore opening.

Weekly Activities (to conduct after the bookstore is open for Week 2)

- Close the bookstore for the day
- Verify employee schedule
- Conduct inventory count
- Deposit book sale money
- Prepare next week's activities

Bookmark Template



Student-Run Bookstore Contest

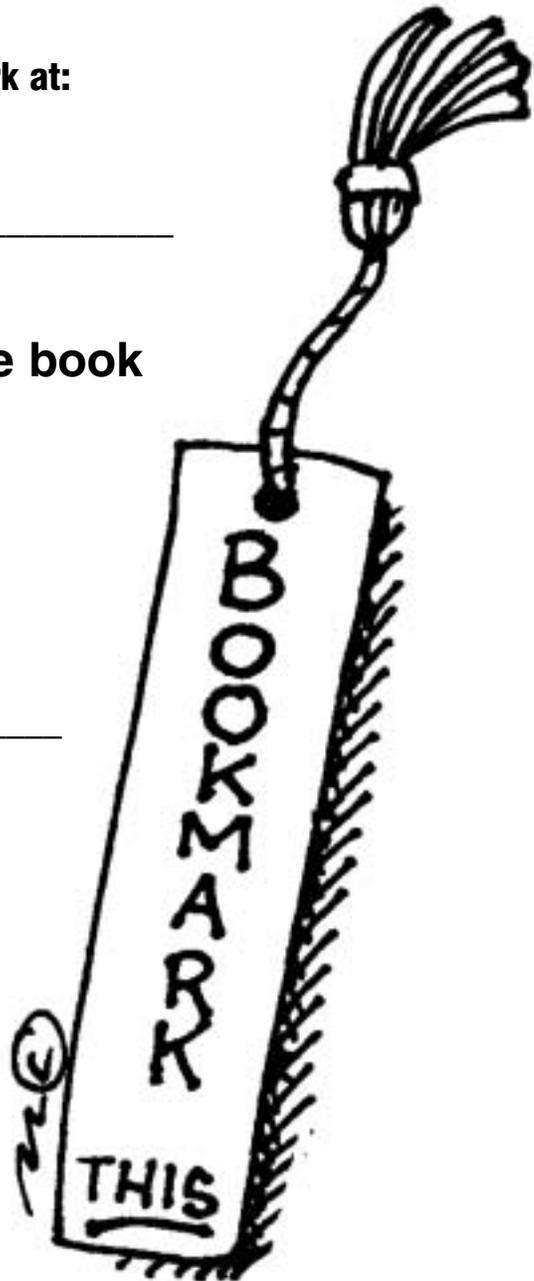
Design a Bookmark

Pick up a sheet to design your own bookmark at:

Top 5 Designs will win a free book
from the bookstore.

Submit entries at:

Deadline to submit entries:



Week 3: Guess The Number Of Pretzels contest!



Overview:

Included with your bookstore start-up kit is a large barrel of pretzel rods; these aren't for bookstore employees to snack on! In week 3, hold a "Guess the Number of Pretzels" contest at the bookstore. The tub can be displayed on a shelf near the cash register and students can be allowed to submit a guess each time they make a purchase. The winner receives the bin of pretzels.

Step 1: Determine how many pretzels are in the barrel. Each barrel contains 90 full pretzels, but some may have cracked or broken during shipping. You will want to determine if you will be counting full pretzels or pretzel pieces.

Step 2: Promote the contest with posters (see following pages) and announcements so students are compelled to come into the store and try their luck.

Step 3: Allow a student to make a guess each time s/he purchases something from the bookstore. (bold)Important: Make sure the nutritional information is covered on the barrel, because clever students may do the math to figure out how many "servings" are in the tub!

Step 4: Either collect guesses and review them all at the end of the week to determine a winner, or declare a winner as soon as the number is correctly guessed. The winner of the contest will receive the barrel of pretzels.

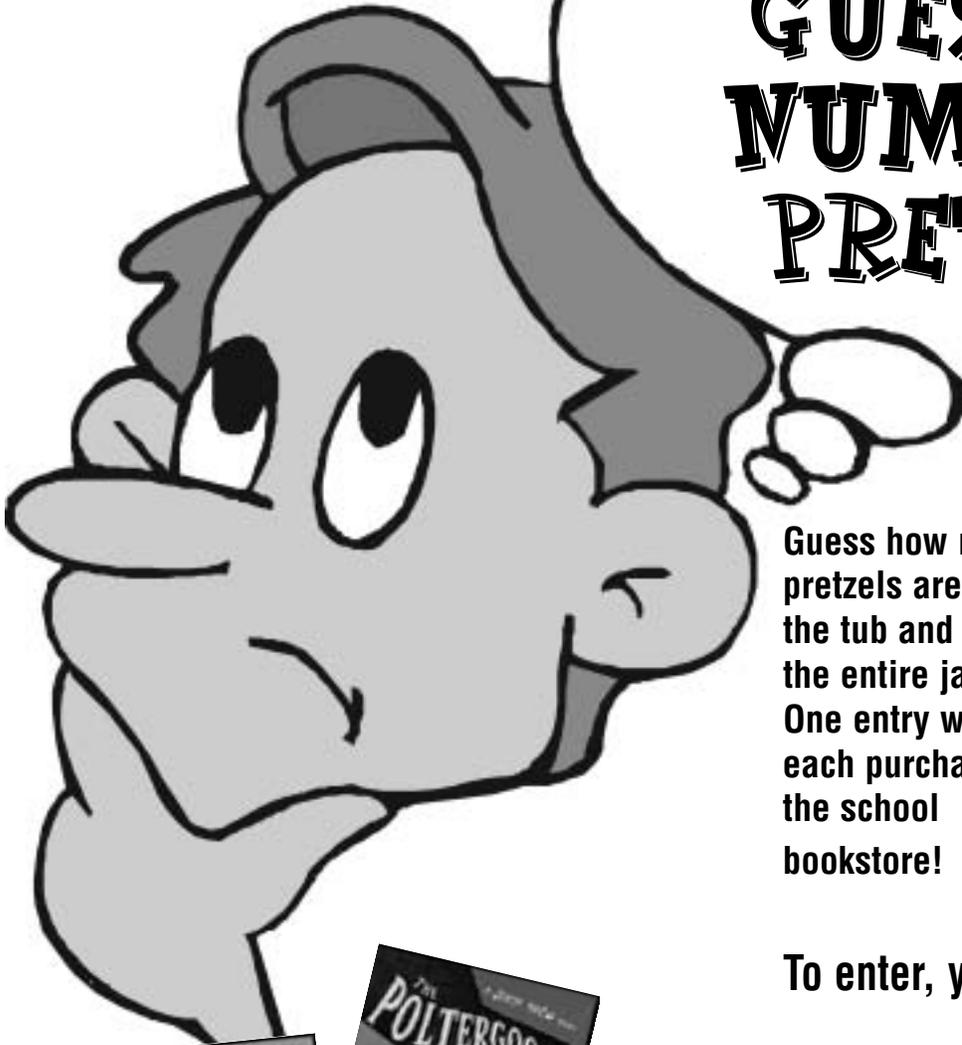
Week 3: Guess The Number Of Pretzels contest!

Weekly Activities (to conduct after the bookstore is open for Week 3)

- Close the bookstore for the day**
- Verify employee schedule**
- Conduct inventory count**
- Deposit book sale money**
- Prepare next week's activities**

CONTEST!

GUESS THE NUMBER OF PRETZELS



Guess how many pretzels are in the tub and win the entire jar! One entry with each purchase at the school bookstore!



To enter, you must visit the Bookstore.

The Bookstore is open on:

Time:



SCHOOLWIDE, INC.
STUDENT-OWN BOOKSTORES

Week 4: Host a raffle!

Overview: Keep excitement and enthusiasm about the bookstore high in week four of your bookstore by holding a raffle! Raffles are a great way to draw students into the bookstore, and giving away books as prizes can encourage even the most reluctant readers to find joy in literature – and draw them back to the bookstore once they've finished reading their prize!

Customers can receive a raffle entry each time they make a purchase in a given week and the winner whose name is drawn at the end of that time period will get a prize. Prize suggestions include a free book of their choice, a bookstore gift bag with a variety of titles you have pre-selected, or a "book-per-month" giveaway in which the winner is awarded one free book each month for the remainder of the school year.

The following page has raffle ticket templates as well as a poster template to promote the raffle. Hang these around the school.

- **Step 1:** Hang promotional posters announcing the raffle. Make morning announcements as well, reminding students to come to the bookstore and participate in the raffle.
- **Step 2:** Print raffle tickets to have available at the bookstore.
- **Step 3:** Train the student employees to give out a raffle ticket with each purchase. Ask customers to fill them out and give them back to you.
- **Step 4:** At the end of the bookstore session, pull out the winner and announce on the PA system.
- **Step 5:** Provide a coupon (or the raffle ticket back) to the customer that wins.

Weekly Activities
(to conduct after the bookstore is open for Week 4)

- Close the bookstore for the day
- Verify employee schedule
- Conduct inventory count
- Deposit book sale money
- Prepare next week's activities

Week 4: Host a raffle!

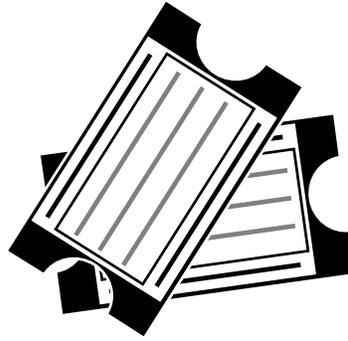




SCHOOLWIDE, INC.
STUDENT-RUN BOOKSTORES

BOOKSTORE RAFFLE

NO. _____



Name _____

Classroom Teacher _____

Grade Level _____



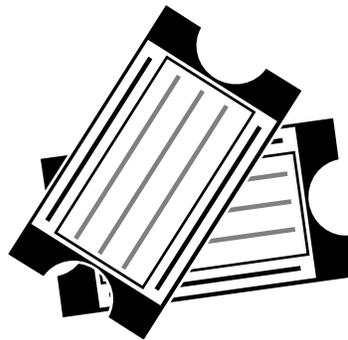
SCHOOLWIDE, INC.
STUDENT-RUN BOOKSTORES



SCHOOLWIDE, INC.
STUDENT-RUN BOOKSTORES

BOOKSTORE RAFFLE

NO. _____



Name _____

Classroom Teacher _____

Grade Level _____



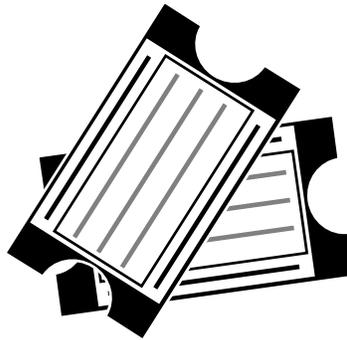
SCHOOLWIDE, INC.
STUDENT-RUN BOOKSTORES



SCHOOLWIDE, INC.
STUDENT-RUN BOOKSTORES

BOOKSTORE RAFFLE

NO. _____



Name _____

Classroom Teacher _____

Grade Level _____



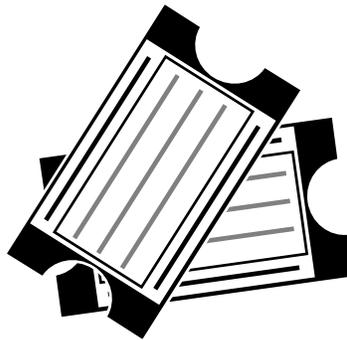
SCHOOLWIDE, INC.
STUDENT-RUN BOOKSTORES



SCHOOLWIDE, INC.
STUDENT-RUN BOOKSTORES

BOOKSTORE RAFFLE

NO. _____



Name _____

Classroom Teacher _____

Grade Level _____



SCHOOLWIDE, INC.
STUDENT-RUN BOOKSTORES

Raffle at the Bookstore!

**One ticket with each
bookstore purchase!**

**One winner receives a prize
from the bookstore!**

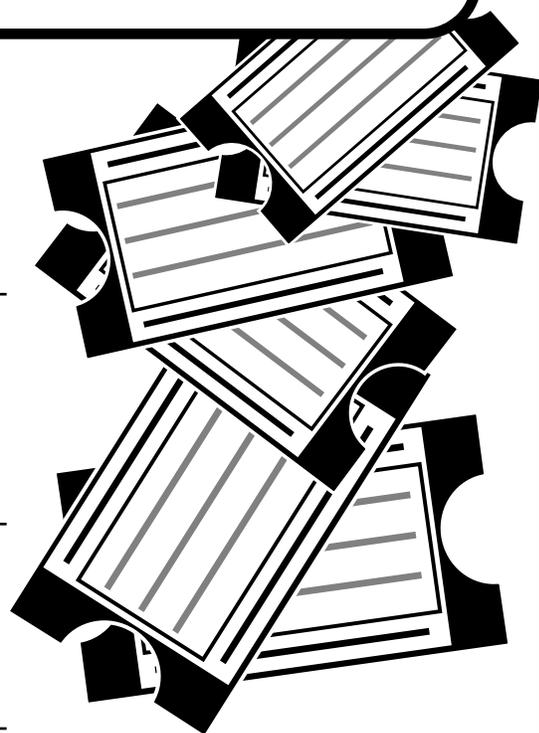
Raffle winner chosen on

Visit the bookstore:

Date: _____

Time: _____

Location: _____



Week 5: Design a poster contest!

While your student employees have probably done a great job creating posters and announcements for the bookstore in the first half of the program, week 5 is a good time to get the other students involved. Having a "Design a poster" contest encourages participation from all students of the school and gets those creative juices flowing.

Tasks for Poster Contest

Step 1: Announce the poster contest through posters (a sample is included on the following page, or your advertising executives may create their own) and PA announcements. Ask students to create a poster that either a) promotes reading and literacy, b) advertises the bookstore, or c) both!

Step 2: Copy a number of the poster submission forms (included below) and have them on-hand at the cash register or on a table at the bookstore.

Step 3: Students can submit entries to be judged at the end of the week by the bookstore employees – and then all submissions can be displayed around the school or in the bookstore. Consider naming multiple winners by age or grade level (i.e. one winner for the PreK-1 classes, one for 2-3 classes, etc.).

Step 4: Winners are announced at the end of the week and can be awarded a free book of their choice.

Weekly Activities (to conduct after the bookstore is open for Week 5)

- Close the bookstore for the day
- Verify employee schedule
- Conduct inventory count
- Deposit book sale money
- Prepare next week's activities

Create Your Own Poster **Contest!**



Put your advertising skills to the test!

**Enter our 'Design a Poster' contest
at the Student-Run Bookstore!**

Submissions must be received by: _____

Name: _____
Grade: _____

Week 6: Rewards For Good Behavior!

Overview: The semester is winding down, and students are definitely getting anxious for a break. Keep them on track this week – and keep the bookstore busy – by offering bookstore rewards for good behavior to students!

Step 1: Coordinate with your school administrators and offer reward coupons (included in this manual on the subsequent page) to students who stand out for their attentiveness in class, helpfulness to other students, cleanliness, punctuality, or particular acts of kindness.

Step 2: Announce at the beginning of the week that you are having a “Caught for Good Behavior” reward week. If a faculty member catches a student doing something good, that student can be awarded one of a pre-determined number of coupons. Coupons can be redeemed for one free book at the student-run bookstore.

Step 3: See enclosed template of reward coupons. Copy as many as you’d like to distribute during the week.

Weekly Activities (to conduct after the bookstore is open for Week 6)

- Close the bookstore for the day
- Verify employee schedule
- Conduct inventory count
- Deposit book sale money
- Prepare next week's activities

You're A Star!

This Good Behavior coupon entitles you to a prize at the school bookstore.

Name: _____

Reason for award: _____

Faculty Signature: _____



You're A Star!

This Good Behavior coupon entitles you to a prize at the school bookstore.

Name: _____

Reason for award: _____

Faculty Signature: _____



Week 7: Book Reviews!

Overview: A great way to encourage students to read the books that they have been selecting from the bookstore is to start a book review program. Children love to see “their name in lights,” and this is a great way to highlight their reading accomplishments throughout the year. The book review program can be ongoing and will undoubtedly encourage students to read and purchase more books.

Step 1: Print out the book review forms included in the Pre-Grand Opening section of this manual.

Step 2: Distribute these forms to students who purchase books from the bookstore and encourage them to return the forms when they complete the book

Step 3: Post the reviews around the bookstore or in school hallways.

Step 4: Optional: If your store sells multiple copies of books, any that have been positively reviewed can be indicated with the shelf tags on the following page.

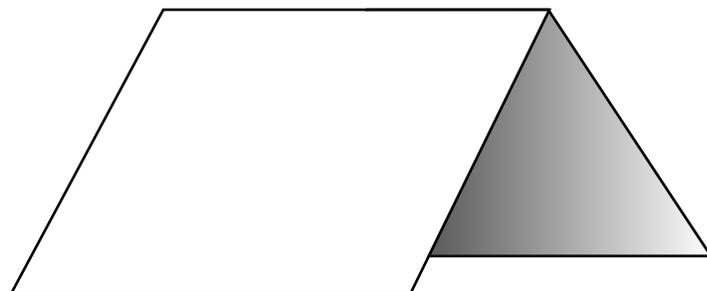
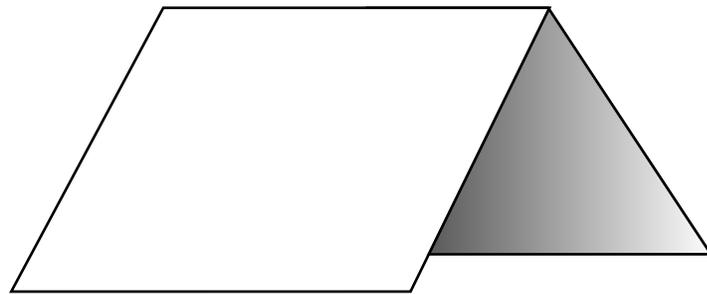
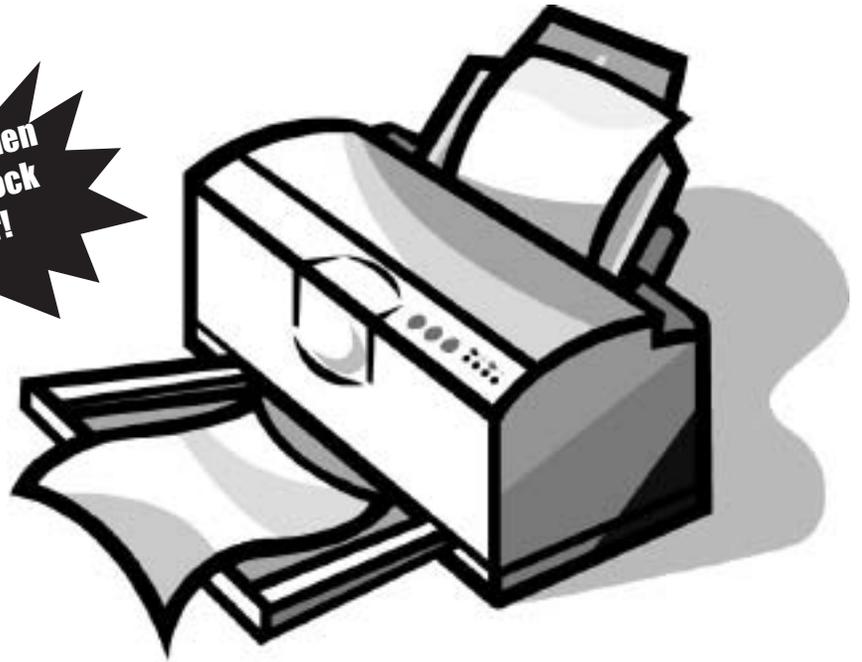
Distribute the book review forms (included – or create your own!) to students with every purchase and encourage them to return the forms when they complete the book. Reviews can then be posted around the bookstore or in school hallways. If your store sells multiple copies of books, any that have been positively reviewed can be indicated with the “Recommended by:” shelf tags that are included.

Weekly Activities (to conduct after the bookstore is open for Week 7)

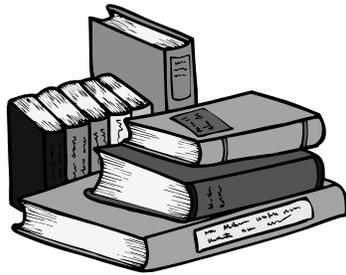
- Close the bookstore for the day
- Verify employee schedule
- Conduct inventory count
- Deposit book sale money
- Prepare next week's activities

The following pages provide various shelf tents which you can use to highlight recommended books in your bookstore. Simply print and fold these papers in half and place them in the bookstore.

These work best when printed on cardstock or heavy paper!



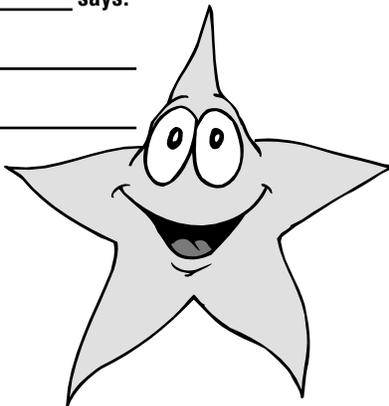
Recommended by:



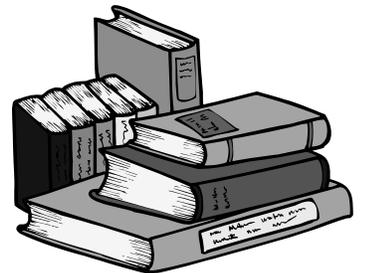
_____ 's Favorite!



_____ says:



Recommended by:



Week 8: Holiday Sale/Closing Sale and Bookstore Employee Awards!

Overview: As the eight weeks of your bookstore program come to a close, this is a great time to recognize those students who have been working tirelessly to keep the bookstore rolling throughout the last two months.

Step 1: At the beginning of the week, distribute nomination forms for "Best Bookstore Employee" to shoppers and teachers.

Step 2: Votes can be tallied at the end of the week (or on the last day of the bookstore) and the best bookstore employee can be given a free book of his or her choice.



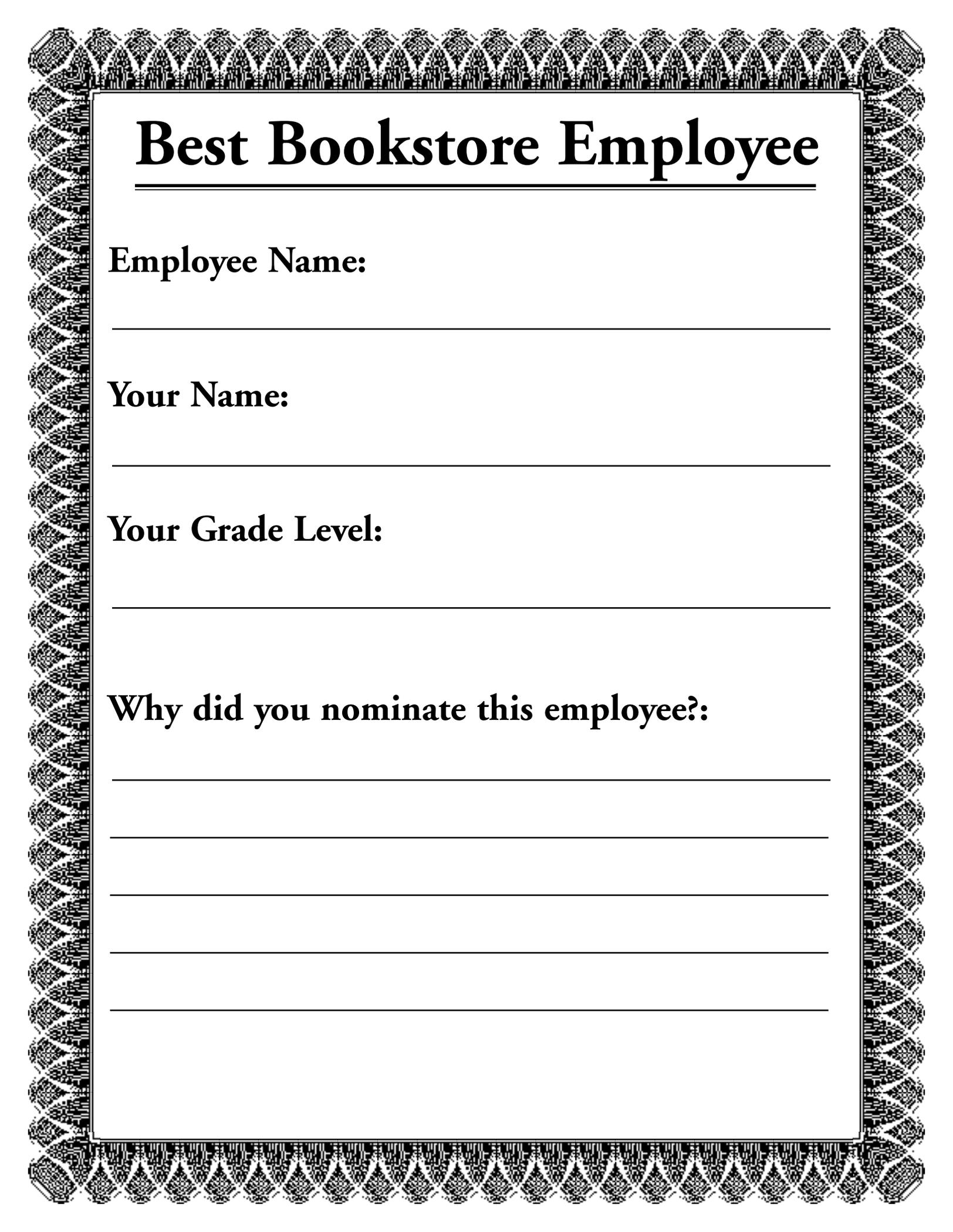
See employee nomination forms included after this page.

Another option is to have an employee breakfast where you bring in bagels and juice for all of the workers to enjoy.

The end of the program is also a great time to have a holiday sale or closing sale to help eliminate some of your remaining stock. Books and school supplies make great stocking stuffers; you could also promote the books as affordable gifts for students to give to family and teachers.

Weekly Activities (to conduct after the bookstore is open for Week 8)

- Close the bookstore for the day
- Verify employee schedule
- Conduct inventory count
- Deposit book sale money
- Prepare next week's activities



Best Bookstore Employee

Employee Name:

Your Name:

Your Grade Level:

Why did you nominate this employee?:
