

Raskob Book Fair 2014 Final Report

Prepared January 16, 2014

The Book Fair Committee and Laurel Bookstore are pleased to provide this final accounting of the book fair sales and comments to consider in planning future fairs.

Financial Results

This year's fair generated pre-tax sales of \$3,234.79 and a 20% book profit to Raskob Day School of \$646.96. This represents a 9% decrease over last year's fair. Online sales accounted for approximately 30% of total sales. A total of 249 books were sold, a very slight increase over the 246 books sold in 2013.

Bright Spots in Book Fair

1. Many Raskob students and parents commented positively about the wide variety of quality books that were available for sale this year. That was due to an overwhelming response from the Raskob community for recommendations, as well as wonderful selections recommended by Luan Stauss at Laurel Bookstore.
2. There was much less confusion around teacher wish lists this year due to daily communication between book fair volunteers and Luan. This allowed for Laurel Bookstore's website to reflect the wish list books that had been purchased at the fair, and for online purchases of wish list books to be noted on the physical wish lists posted at the fair. The better coordination resulted in very few duplicate purchases and those few instances were quickly exchanged for unpurchased wish list books by Laurel Books.
3. We were able to coordinate with the RPA to coincide with the Parent Education event on Executive Functioning, enabling more parents to visit the book fair and to purchase books recommended by the EF program's speaker.
4. The Raskob Book Fair banner that Andy Porat purchased on the school's behalf was a great way to remind parents and caregivers that the sale was ongoing. The Raskob Newsletter and Marlen's weekly notes also helped keep it top of mind during a very busy time of year at the school.
5. The Book Fair committee members all did a great job pitching in to set up and take down the fair, staff the book sale itself, and arrange for the smooth delivery of purchased books to Raskob families the week following the fair.

Areas for Improvements

1. Timing of book fair
It's possible that waiting until December, when several other school events were taking place, had a negative effect on book fair awareness. It may have gotten a bit lost among all the communications for regular school business, the parent

education night and the teacher appreciation holiday gift drive. On the other hand, moving to December allowed us to coincide with the Parent Education event and to continue working with Luan Stauss of Laurel Books, who was moving into a new physical location in November. The recommendation for next year is to move it back to early November.

2. Parent Attendance

Again this year, parents came in spurts, and there really weren't that many of them. But those that did stop by, often with their kids in tow, did tend to make large purchases.

Some parents wondered if the fair shouldn't be converted to a completely online affair, given that it's a commuter school with many parents who rarely get a chance to physically visit campus. An online-only book fair would certainly be easier to coordinate but would surely lack the student excitement about books and reading that comes with a physical sale.

Respectfully Submitted,

Book Fair Committee

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