

Book Fair Organizer's Guide

Welcome to the world of book fairs! Your book fair will be a great way to connect Unitarian Universalists with books they'll love. You'll also have a great chance to welcome visitors to your congregation.

We make the process as simple as possible for you. This guide provides simple instructions on choosing a time and location for the fair, ordering the books, processing them for the fair, displaying them to the best advantage, and settling your account with us after the fair.

We offer the following resale discounts for event book tables:

Beacon Press and Skinner House Books: 40%

Not our publications: All other titles/merchandise will receive the standard quantity discount:

1-9 copies of a title	0%
10-19 copies of a title	10%
20+ copies of a title	20%

Please note there are no discounts on the pew or large print edition of *Singing the Living Tradition*, or the *New Member Gift Set*.

Please note that we charge a flat \$75 UPS Ground freight charge on your invoice and return freight will be at your expense (which, depending on your location and how much you return, could be more than the original freight charge).

After you finish reading this guide, please start making arrangements for your fair as soon as possible. This guide provides information about best practices, but you don't have to do everything exactly as we suggest. You may have some techniques of your own, especially if you have retail experience. If you have any questions as you read the guide, be sure to contact us at bookstore@uaa.org (or call 800-215-9076).

First Steps

The first step is to decide who is in charge of the book fair. You may want to form a book fair committee. If you're spearheading the Book Fair, you'll still need help, at least for the day(s) of the fair.

Check with the appropriate members of your congregation to set a date and reserve a space and some tables for your fair. The date, time, and location of your fair are crucial to its success. You want to bring your fair to your customers, so choose a date and time when people will be at your congregation for services or programming. A Back-to-Church Fair in September, A Holiday Book Fair in December, or a Summer Reading Book Fair in late May are all good possibilities.

You also want to locate your fair where the people are. Wherever your folks congregate, hold your fair there!

Help from InSpirit: The UU Book and Gift Shop

Let us help you make your book fair a great success. Contact us as early as possible, once you've chosen a particular date, or even if you're trying to choose between two dates. Review our book fair lists on our website: <https://www.uuabookstore.org/Bookfair.aspx>

You can choose to order an entire list, or add/delete titles that we carry. When your order is ready, please **email** us your order, letting us know when and where you would like your order to arrive. We will let you know if anything you've chosen is out of stock.

The Profits

You'll probably make some money from your book fair. Before you've got the cash in hand, you should know what you're going to do with it. If you earmark the profits for a particular cause, you can publicize that as you market the book fair. Your cause may be within your congregation or in the larger community. You may also wish to accept donations during the book fair.

Be sure to think about who will handle the finances too. The best arrangement is usually for your treasurer to deposit all the cash and checks you collect into the congregation's account, then pay us for the sold merchandise from that account.

Before Your Books Arrive

While you wait for your books to arrive, begin publicizing the book fair within your congregation. You know best how information is disseminated through your group, and here are some ideas:

- Include a notice in your congregation's newsletter. Check our website for a template.
- Print out the Coming Soon sign from our website and post it on a bulletin board or in the coffee area.

After Your Books Arrive

When your books arrive, you should immediately open the boxes, unpack, and count the books. There is always a slight chance that your books may have been damaged during shipping or that our warehouse may have made an error and sent you the wrong number of books. There should be a packing list and an invoice in one of the boxes, and you can also use your order list to verify that you have the right books.

If there is anything wrong with your shipment, please let us know right away. We will be happy to correct the problem. Please do not wait until after the fair to contact us about missing books.

All Skinner and Beacon Press books should have the price printed on them. Be sure to charge your customers these retail prices, not your discounted price. We have discounted the books to allow for shipping costs and a small profit. You will not cover your shipping costs if you charge the discounted price rather than the retail price.

Be sure to store the books properly until the day of the fair. It's smart to repack the books in the boxes and store them in a home or office where they won't be moved. Please don't store them in your garage or basement as the books may get moldy.

The Day of the Fair

Setting Up

You want to set up your Book Fair to be attractive and easy to browse. Set up your tables in the prearranged area.

Unpack your books and lay them out on the table. As many as possible should be faced out, placed with the cover of the book showing. People are more likely to notice the book if they see the cover.

Set up a space for selling the books. At one end of the tables, or on a separate small table, set your cash box, calculator, and any other items you will want during sales, such as pens for your customers to write checks. Leave a little empty space so customers can set down their books.

If your church office is set up to process credit card charges, you may be able to accept credit cards. Most churches are not set up for this, but you can investigate opening a Paypal or Square account and obtaining a card reader for your smart phone if you'd like, but it might not be something worthwhile for a one time event. We do recommend that you accept cash and checks or cash only. Checks must be made out to your church. You will deposit all funds after the fair and send **one** check to the InSpirit: The UU Book and Gift Shop later for the amount due to us.

Hospitality

Your Book Fair is a great way to welcome familiar and new people to your congregation. Be sure to speak to people as they walk up, welcoming them to your Fair. Visitors may ask for introductory materials, which we include in your suggested title list. You may also want to have a few pamphlets at hand to give away.

After the Fair

When your fair is over, neatly pack books back into their boxes and find a clean, dry place to store them. But please don't store them for very long! You need to return any books as soon as possible, ideally within **30 days** of your event.

As you repack the books, count them just as you did when you received the books.

Once you have counted your books, prepare a simple packing list for your package. On your packing list, write your account number/customer id and invoice number(s). Then list the books you are returning and the quantity you're returning of each one. This will help our warehouse process everything properly.

Pack your books carefully – larger books on the bottom, smaller on top, all flat and as tight as possible. **DO NOT** stand books up on their spines or edges.

Fill the box with packing materials so the books move as little as possible. Please do not use newsprint as this rubs off onto the books. *Please see pictures of well packed boxes at the end of this guide.* Place your packing list inside one of your boxes.

Depending on the value of the books you're returning, you may need insurance. UPS insures up to \$100 automatically, and you can purchase additional insurance for a few dollars. The US Postal

Service also provides insurance at a cost. Please talk with the customer service representatives at your local UPS Store or US Postal Office when you send your package.

Within 30 days of your event, send your returns, with a copy of your original invoice or packing list with your information, to our warehouse:

InSpirit: The UU Book and Gift Shop Returns

c/o PSSC

46 Development Road

Fitchburg, MA 01420

*Please note: if we receive returns at 24 Farnsworth St., we will need to deduct the cost of reshipping to our warehouse from your credit/refund.

We recommend that you **insure** your return and ship **via UPS or USPS Priority Mail** (not FedEx Ground or USPS Media Mail). Please package your return carefully, with sufficient packing materials. Also, please use good quality boxes and strong packing tape. Each box should not weight more than 35 pounds. Please note that we cannot give you credit for a return that is lost in the mail or received damaged. *Please see pictures of well packed boxes at the end of this guide.*

Any returns received damaged will be sent back to the customer via UPS and the shipping cost deducted from your credit memo or refund.

There is no restocking fee for returns. We do not refund your original shipping charge or reimburse your cost to send returns unless the return was a result of our error.

Our warehouse will process the returns and send us confirmation, and we will then create a credit memo in our system. This process can take a week or so after the package arrives at the warehouse.

Please email us at bookstore@uua.org and let us know that the returns have been sent. In turn, we will email you a copy of the credit memo and an updated statement after the returns have been processed. You should then make arrangements for your treasurer or administrator to send us a check for the correct amount:

\$ of invoice for fair - \$ credit for returns = \$ to pay InSpirit: The UU Book and Gift Shop

Conclusion

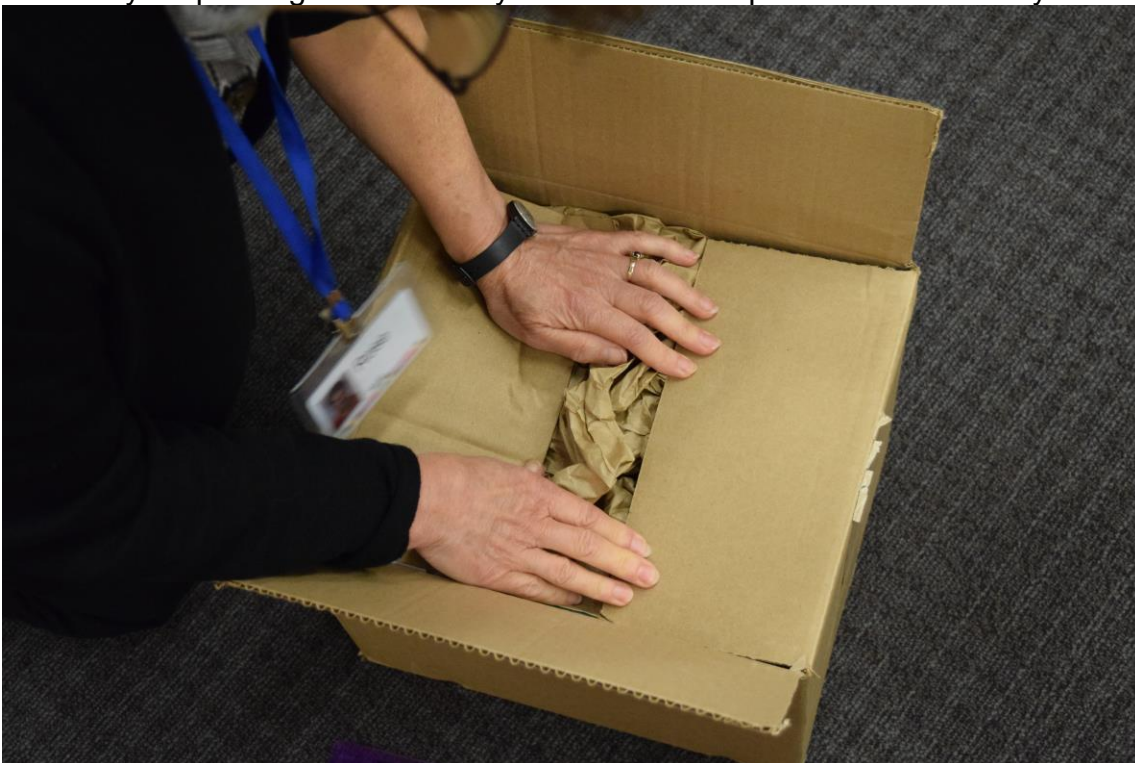
Thank you for reading through the Book Fair Organizer's Guide. We hope you will use it throughout your book fair as a resource. Please contact us whenever you have a question or concern. Email us at bookstore@uua.org, or call 800-215-9076. Our staff is available Monday-Friday, 9am-4pm EST.

HOW TO PACK YOUR BOXES:

Largest books on the bottom, smaller on the top, as tight as possible. Lie all books flat, not on their spines or edges. Fill all empty space with packing material, right up to the top.



Enclose your packing list in one of your boxes and tape all boxes securely.



Mark the outside of your boxes 1 of 3, 2 of 3, etc. Label with your return address and our warehouse address.