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DISCOVER THE SEAMLESS SUCCESS OF HOSTING A FOLLETT BOOK eFAIR!

Hosting a Follett Book eFair has been a transformative experience for Glenn A. Duffy Elementary School – a Title I school in Gravette, Arkansas. When librarian April Jones faced the daunting task of canceling their scheduled in-person book fair due to unforeseen circumstances, she hoped a Book eFair would be a timely and effective alternative. (Spoiler alert: It was!)

“I was initially hesitant about transitioning to an online book fair,” Jones recalled. “But after receiving an email about a Follett Book eFair, I decided to explore the possibility. The process seemed manageable, and I was confident that I could make it work.”

CONVENIENCE AND EASE OF IMPLEMENTATION

One of the primary benefits of a Follett Book eFair is its convenience and ease of implementation. After hosting her first Book eFair, Jones agreed and emphasized how the Book eFair required minimal effort but was as impactful as a physical book fair, making it a feasible option even during busy periods. “We treated [our Book eFair] just like a normal in-person fair,” Jones explained. “We hyped it up to the students, and they were excited to explore the website with their families at home. Engagement is key to making your event stand out in the crowded online space.”

For Jones, the seamless delivery and distribution of books were standout features of the Book eFair. “I was initially stressed about how I would distribute the books with my busy schedule,” Jones shared. “But the way the books were packaged, with each student’s order neatly organized and labeled, made the process incredibly smooth. I had everything distributed by 8:30am the next morning.”

A PRACTICAL AND ENGAGING SOLUTION

The positive response from students and parents further highlighted the success of the Book eFair. “The students were thrilled when their books arrived,” Jones noted. “They loved the bags the books came in, and some were pleasantly surprised by additional orders from family members.”

In terms of accessibility, the Book eFair proved to be an inclusive option for the Title I school. “There were books available at various price points, which made it affordable for everyone,” Jones said. “The free shipping was also a significant incentive for parents to participate.”

Reflecting on the overall experience, Jones expressed a strong preference for continuing with Book eFairs in the future.

A FLEXIBLE AND ADAPTABLE SOLUTION

The flexibility of Follett Book eFairs allows schools to adapt to their unique needs and circumstances. “If you’re unable to host a physical fair, a Book eFair is a fantastic alternative,” Jones advised. “You can even run them simultaneously if you want to offer both options.”

For schools considering hosting a Book eFair, Jones’ advice is “Do it. You won’t know how easy and effective it is until you try. Book eFairs have become an integral part of our school’s approach to promoting reading and literacy.”

A Follett Book eFair offers a practical, engaging, and inclusive solution for schools looking to host book fairs. Its ease of implementation, seamless delivery, and affordability make it an excellent choice for any school, especially those with busy schedules or limited resources. The positive feedback from students, parents, and staff underscores the value of the Book eFair in fostering a love of reading and ensuring that every student has access to books.

“Hosting my first Follett Book eFair exceeded my expectations,” Jones said. “The online platform is user-friendly and straightforward to organize. Follett Content provided tools to customize my event and allowed me to promote it effectively. The wide range of diverse titles catered to readers of all levels and interests, ensuring there was something for everyone. I was concerned with distributing purchases to students upon arrival. To my surprise, everything was already bundled and labeled, making the process flow seamlessly. If you’re on the fence about hosting, go for it! It’s a fantastic way to foster a love of reading while supporting your school’s educational goals.”

