



De Sales Catholic Bookstore

210-J West Sunshine ■ Springfield, Missouri 65807
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www.desalescatholicbookstore.com

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Are you interested in learning more about creating a book fair for your group? If so, you've got a great opportunity ahead of you!

We provide many great options for your group when it comes to book fairs. Whether you want a staffed table with merchandise provided by De Sales Catholic Bookstore, or if you would prefer to earn a little commission on your sales, we can help!

Frequently Asked Questions

My group would like to do a little fundraising that's short-term. Can you help?

Of course we can! We enjoy helping our parish groups provide quality Catholic resources to the community by sponsoring book fair events. We make it as easy as possible, so you can spend more time earning, and less time preparing.

You provide us with information about the event you wish to sponsor. We will need to know date(s), times, and the amount of space you will have available. We also like to know what kinds of products you hope to have (Rosaries, crucifixes, gifts, books, Bibles, etc.) If you are offering a seasonal event, we can tailor the merchandise to better fit your needs. See *the form included in this document to make your request.*

Most groups and churches like to host a book fair over a full weekend. We can arrange it so that your group's event can take place on Saturday afternoon before Mass through Sunday afternoon. You can pick up merchandise, typically on a Friday afternoon, and return it on Monday. No muss, no fuss!

Your group will typically earn 20% on the merchandise sold when you sell products at retail price. (There are exceptions, but we will make note of those exceptions before your event!) We take care of inventory both before and after the event. Your group's only responsibility is to be sure merchandise is picked up, and that unsold merchandise is returned.

If you are not local or within drivable distance, we can offer a shipping agreement for your book fair. Call us for more information.

We are hosting a conference, and would like De Sales Catholic Bookstore to be one of our vendors, but we cannot provide staff members to work a table. Is it still possible?

We'd be glad to bring merchandise. Please be aware, however, that if De Sales Catholic Bookstore staffs the table, the group forfeits profits from the table. If your group charges for tables, please let us know the rates your group charges. Please let us know how many tables you will provide, so that we can adjust our merchandise to fit the needs.

We're more than a Catholic bookstore!

I'd like to host something at my parish, but may need more than one weekend. Can we work something out?

You bet! We have a few events that we will offer merchandise for, even if it takes more than one weekend. Some parishes also find that it is easier to work two or three weekends each year, at specific times (Advent, Lent, First Communion, for example). Other parishes want to host a 2-week event, with time to restock in between. We can work something out to assist your parish or organization in preparing for a longer event.

How do I market a book fair with my group, so that we can be sure to do well?

Before you do anything else, be absolutely certain you have given yourself time! The most likely reason for a book fair to not go really well is not planning or advertising well in advance. Things you can do to help your group promote its efforts (feel free to pick and choose from these options—or share with us your successful strategies!):

- Create and post fliers at least 3 weeks before your event in the most prominent areas of your church. Be sure to include the location, date, and time of your event.
- If the parish allows it, copy the fliers for the parish bulletin one week before the event.
- Put an announcement in the bulletin for at least 3 weeks before your event. Include the same information used in your fliers.
- If possible, make an announcement at the Masses the weekend before your event.
- Ask your catechetical leaders if the kids can take home fliers or if catechists can talk about the event in class.
- From the suggestions of one of our best success stories, offer coffee and donuts! People will stop by if there's free food!
- Nothing—absolutely nothing!—beats word of mouth advertising. Talk about the event with friends, parents, church leaders, and others.
- Have greeters stand outside the parish doors after Mass the day of the event, encouraging people to stop by.
- Try to be open both before and after Mass, whenever possible. That will allow your patrons the most flexibility in finding what they need or want.
- Be willing to take special orders in advance (up to 2 weeks prior to the event). We will do our best to help fill those orders, but must have that information early.

Did we miss one of your questions? Ask us anything about setting up a book fair for your group, and we'll do our best to answer it in a timely fashion.

See the following pages for the forms to request a book fair.

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Book and Gift Fair Request Form

Please be aware that as the holidays near, more parishes want to host an event and our staff is limited in availability for extra events. We ask that you offer us at least two weekends that could work for your event. To increase your chances of finding a good date, we recommend offering 3 or 4 weekends.

Contact Information

Parish/organization: _____

City: _____

Contact person: _____

Phone and email: _____

Event Information

Requested dates: _____

*Please put dates in order of preference. Thanks!

Number of tables: _____

*This will help us know what kind of merchandise and how much you may need

Reason for event: _____

*For example: First Communion, Advent, Women's Council, etc.

Will merchandise be: Picked up Shipped to parish or organization

Please note that De Sales Catholic Bookstore ships merchandise via FedEx, and we will cover the cost of shipping to your group. Your organization is responsible for the shipping costs to return merchandise not sold.

Date merchandise is needed: _____

De Sales Catholic Bookstore will provide a list of items included for your sale. Please check your merchandise as you set up for your event, and let us know of any damages or shortages immediately. Any items not returned to the store, or items not returned in sellable condition, are considered sold to the organization.

FOR OFFICE USE ONLY

Date merchandise to be returned: _____



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Types of Merchandise Requested

Please check the boxes next to the type of merchandise you would like to have available at your sale. We will do our best to accommodate your requests, but we will only send merchandise suggested by your group.

- | | |
|---|--|
| <input type="checkbox"/> Spiritual reading | <input type="checkbox"/> Gift Books |
| <input type="checkbox"/> Seasonal books & gifts
(Advent/Christmas) | <input type="checkbox"/> Children's Books/Bibles |
| <input type="checkbox"/> Seasonal books & gifts
(Lent/Easter) | <input type="checkbox"/> Coloring & Activity Books |
| <input type="checkbox"/> Catholic fiction | <input type="checkbox"/> Bibles |
| <input type="checkbox"/> Apologetics | <input type="checkbox"/> Missals |
| <input type="checkbox"/> Faith formation books | <input type="checkbox"/> Liturgy of the Hours |
| <input type="checkbox"/> Catechisms | <input type="checkbox"/> Christian Prayer |
| <input type="checkbox"/> Catechetical aids | <input type="checkbox"/> Jewelry |
| <input type="checkbox"/> Youth Ministry Books | <input type="checkbox"/> Rosaries & Rosary cases |
| <input type="checkbox"/> Youth Books/Bibles | <input type="checkbox"/> Prayer Cards |
| <input type="checkbox"/> Saints | <input type="checkbox"/> Note Cards |
| <input type="checkbox"/> Mary | <input type="checkbox"/> Music (CDs) |
| <input type="checkbox"/> Prayer Books | <input type="checkbox"/> DVDs |

Specific Items Requested

Please list any specific items, including **Bible Translations**, **Titles**, or **Jewelry pieces** below. Please note that although we take each request seriously and will work to meet your needs, we cannot make every item available for special events.