Book Sales

KEYS FOR SUCCESS

- Good Volunteers
- Good Timing / Location
- Good Publicity
- Good Books

Good Volunteers

- Coordinators/Committee
  - Volunteer recruitment and scheduling
  - Student volunteers
  - External contacts
  - Treasurer or committee member to keep track of cash, count and deposit
  - Publicity at least three weeks ahead of the sale

- Workers
  - Sorters, ongoing throughout the year
  - Stockers for ongoing book sales
  - Cashiers
  - Re-stockers
  - Someone to make contact with organizations that will take excess books
  - Sorters and disposers

Good Timing

- Don’t conflict with other big events – check your community calendar
- Establish dates early and get on the community calendar
- In spring, beat the gardening season
- In fall, tie in with upcoming holidays

Good Location

- Easily accessible
- Good public parking
- Ideally, same location as stored books
- Meets space requirements
Good Publicity

- Prominently featured on Friends' website and the library's website
- Advertise on various social media platforms (Facebook, Twitter, etc.)
- Mentioned in Friends' newsletters and/or the library's newsletters
- Public Service Announcements and press releases to community newspapers
- Flyers/Posters
  - Distribution to schools
  - Library locations
  - Local businesses

Good Books

- Well-organized
- In good condition and reasonably priced
- If selling donated books, clearly communicate what makes for a good donation

HOW TO PREPARE FOR THE BOOK SALE

Sorting:

- Work area, shelving, boxes, storage place
- Recycle books not suitable for sale
- Categorize and box books for sale in reasonably sized boxes
- Volunteers sorting throughout the year

Setting up for the sale:

- Determine the layout of the tables
- Clearly defined areas for different categories of books - signs or colour-coded tablecloths
- Display – titles easily read
- Keep boxes out of sight
- Keep tables tidy and replenished
- Supply bags or small boxes for customers

Pricing:

- Make up several price lists for volunteer sellers - hardcover, paperback, DVDs
- Decide on any special pricing for sets and/or "buy one, get one" deals
- If some books are specially priced (e.g. collectible or out of print books), have signage indicating special pricing
Selling:

- Schedule two people per shift for selling
- Have a box with all necessary supplies
- Keep a float available in the cash box
- Have Friends’ membership brochures and volunteer forms available
- Encourage volunteers selling books to talk about becoming a Friend and about volunteer opportunities

HOW TO MAKE LIFE SIMPLER

- Decide who is responsible for what and when
- Committee Chair keeps volunteers on track
- Involve as many volunteers as possible, especially new members
- Praise jobs well done
- Offer pizza and pop for student volunteers
- At the end of the sale REVIEW, ASSESS, REVISE

SOME TYPES OF BOOK SALES

- General Book Sale
- Children’s Book Sale – held where parents and children congregate for a special event in the community
- Antique and Collectable Book Sale
- Gently Used Book Sale (particularly successful in late November/early December, prior to the holidays)
- Smaller Theme Sales
  - Diet/Fitness/Self-Help (January – New Year’s Resolutions)
  - Romance (close to Valentine’s Day)
  - Horror/Halloween/Mystery (close to Halloween)
  - Crafts and Cooking (end of October/November in preparation for Christmas)
  - War (close to Remembrance Day)

Much of the content taken from a presentation by Denis Nolan and Barbara Dubrule, Oakville Public Library, Friends Day at OLA, 1999.