



## 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.