

Organising a Book Sale for Book Aid International

It costs Book Aid International just £1.25 to send a book to readers in the developing world. Why not hold a book sale at your school, workplace or place of worship, and donate the proceeds to Book Aid International? It's a fun way to meet new people, learn some new skills, and raise money for an excellent cause!



Over the past 54 years, Book Aid International has sent over 25 million books to our partners in developing countries, providing opportunities for millions of people all over the world to access them. Working with a range of partners – including schools, community libraries and refugee camps - we supply up to date, relevant information to those in greatest need - letting people realise their potential and contribute to the development of their communities.

Our focus is on books because they are vital tools in life-long learning - as the saying goes "Give someone a fish, and you feed them for a day. Teach someone how to fish and you feed them for life." Books can be shared by many, they last for years and they are robust and easily transported.

We've all got books that we haven't read for ages sitting gathering dust – so why not sell them and help Book Aid International send more books to the developing world? Then fill those gaps by buying something new at your sale!

Where?



School

Why not organise a book sale in your school? You could set up a lunchtime stand in your canteen, staff room or library, or hold a sale at a fete. You could make it a regular event!

Workplace

Get your colleagues to dust off those bookshelves, and hold a book sale in the office at lunchtime. You've got a ready supply of customers, and a free venue - You could even serve tea and cakes and make it a social gathering!



Places of worship

Places of worship are guaranteed to be filled with friendly customers, and often free to use! You could hold a sale following a regular service, or join in at a regular event – such as a coffee morning.

University

You could sell your used textbooks to new students and donate the profits to Book Aid International – why not make it an annual event?



Car-boot sale

A very cost effective way of holding your book sale – as someone else will be doing all of the advertising for the event! If you're raising money for us, you might be able to secure a free space – it's always worth asking!

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What to sell?

Once you know where you'd like to hold your book sale, you need something to sell! When you've rummaged through your own bookshelves, where can you go to find extra stock for your sale?



Friends, family and colleagues

Ask everyone you know to ask for book donations and help in spreading the word about your event.

Libraries

Speak to your local library – they may have surplus stock they need to get rid of, and might be willing to donate it to you. Alternatively, you could suggest that you hold a joint event and split the profits.



Schools, colleges and universities

Local schools colleges or university libraries might have books that need a new home! If not, you might be able to pop up posters, or put an advert in their newsletter for donations from students.

Advertise

Speak to your local newspaper and see if they will give you some space to advertise for books. It's really useful if you can arrange for someone to collect books, but do take sensible precautions when meeting strangers.

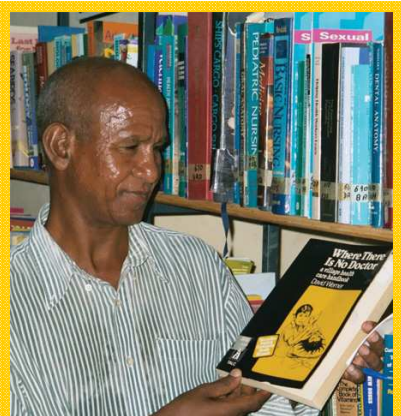


Meet a reader

This is Tesfamicael Fessamaeie. He works as a storekeeper in Massawa, Eritrea, and regularly visits his local library, where we caught up with him reading *'Where There Is No Doctor'*. He told us:

"This is a good book which helps me care for my family. Someone can follow these instructions to care for the aged or sick. I read to fill my mind with knowledge."

Book Aid International regularly buys copies of *'Where There Is No Doctor'* for distribution to clinics and public libraries



Read all about it!

Use the local media

Publicity is vital to success. If you're holding your book sale in a public place, then spread the word as widely as possible. Book Aid international can provide you with help writing press releases to get some editorial coverage in the local press or local radio station.



Why not contact a local author, and see if they could lend their support in drumming up some publicity? If the event is at the office, pop something on the staff notice board or intranet. Holding the event at school? Mention it in assembly.

Use the following steps to help you write your own press release:

1. Try to think of a catchy headline
2. The first paragraph should include only the most important information. Introduce your book sale, and stick to the basics. Remember the most important questions: **Who, What, When, Where, Why and How?**
3. Put your contact details at the end of the story so interested journalists can get in touch to ask any questions.
4. They say a picture tells a thousand words – and it can really help to get coverage. If you have an eye catching photo, it could get published with your story.
5. The editors' notes section should provide useful information about you – or your club or group – and Book Aid International.
6. Follow up – after you've sent your release, give journalists a call to make sure that they've received it. Are they interested? Can they help?

Leaflets



Do as much leafleting as you can with the resources you have available. Ask permission to place leaflets and in local shops, colleges, libraries, businesses, second hand bookshops, cafes and museums. Think about your contacts – could anyone help you to print leaflets for free?

Make sure to mention that all proceeds are going to Book Aid International. If you are going to make leaflets, please do include our charity number – which is 313869. Please do get in touch with us for more information about Book Aid International.

Email

Send details of your book sale to everyone you know - and ask them to pass it on to their friends too!

Every Penny counts!

Just £1.25 is enough to pay for us to get a book into the hands of a reader overseas. It costs us just £320 to supply a case of books containing an average of 240 volumes, to our partners overseas.

Getting ready!

Sorting your books

When you've collected together all of the books for your sale, it's likely that you'll have some sorting to do! Your very first step should be to sort out what can and can't be sold. Although no-one likes to throw books away damaged, or outdated books are unlikely to sell, and make your stall look less appealing to customers. If books have any signs of mould, they must be disposed of, as this poses a risk to health.



Once this initial sort has taken place, you can start to categorise. A good starting point is to separate the books into paperback fiction, hardback fiction, paperback non-fiction and hardback non-fiction.



Depending on the number of books you have (and the space available) you could consider separating categories further – for example, into: adult and children's fiction, poetry, romance, crime, thriller, arts and crafts, sports and hobbies, educational, etc.

Pricing

With just one day to sell as many books as you can, it's important that you price the books at an attractive level. Try to make things as easy possible for both you and your customers by pricing simply – for instance all paperback fiction £1 or £1.50, and all hardbacks £2. If you have any higher value books – like sets of encyclopaedia's or high quality hardbacks, indicate prices with bookmarks – and keep them separate.



To attract customers later in the day, you might consider having a half price sale – this might also help to get those last books out of the door! You could give special discounts to people buying in bulk, or run special offers – we all love a 3-for-the-price-of-2 deal!

Equipment

For the sale itself the following are extremely useful:

Lots of helpers!

Boxes – for storage and display.

A supply of carrier bags

A secure cash box and calculator

Plenty of change – from your local bank

Stickers, card and pens – to indicate prices on books or boxes

We would also be delighted to provide you with Book Aid International literature and newsletters for your sale. Please contact us for further information.