



**INDEPENDENT
BOOKSTORE DAY**
SATURDAY, APRIL 25, 2020

GET READY FOR INDEPENDENT BOOKSTORE DAY

APRIL 25, 2020

START NOW

Looking to collaborate with other bookstores in your area on a passport program, bookstore hop, or anything else?
Start planning ASAP.

JANUARY

- **February 3:** Deadline for exclusive IBD merchandise orders.
- Plan your displays, merchandising, food, drink, party games, and events (see reverse for some good ideas).
- Line up authors, illustrators, and other guests (face painters? musicians? SPCA?).
- Make sure your staff is informed and on board!
- Start promoting IBD in your newsletter.
- Order the marketing kit from IBD to help you promote the day. (Stay tuned for information on ordering!)

- Follow @bookstoreday on Twitter and Facebook and @indiebookstoreday on Instagram.
- Sign up to receive the newsletter at indiebookstoreday.com/for-bookstores. This is how IBD communicates all important information to participating stores.
- **January 15:** IBD catalog goes live! Place your orders on exclusive, literary-themed items.
- **Tip:** Ask your staff what they'd like to see and sell in the store!

FEBRUARY

MARCH

- Mention IBD in your March newsletter and list special IBD events in your events calendar.
- Post images of exclusive items and other teasers on your website and on social media. Tag with #bookstoreday.
- Send out a press release (available for download at indiebookstoreday.com/for-bookstores) to local newspapers, calendars, and other media outlets.
- Arrange for media sponsorship—radio, newspapers, websites—in your area if possible.
- Order companion titles for IBD items (some special discounts apply; see catalog).
- Look for your FREE IBD bookmarks in the ABA's March Box mailing.

- **Start marketing in-store!** Hand out IBD bookmarks, put together teaser displays with materials from the marketing kit, and create your spectacular window display.
- Highlight IBD in your April newsletter.
- Follow up on press releases sent to local media.
- Post on social media daily. Use images from the website. Don't forget to retweet and share.
- Make sure your store is well-staffed for Bookstore Day!
- Enter the IBD display contest to win \$300 by emailing three photos of your in-store or window display to IBD@bookweb.org.

APRIL

FINISH

April 25: Enjoy the party!



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HOW TO MAKE BOOKSTORE DAY A SMASHING SUCCESS

The key to a great Independent Bookstore Day is throwing a great party!

Independent Bookstore Day is a celebration of the culture of books, reading, and indie bookselling. While the special items are a major draw, we don't want customers to simply pop in, grab what they came for, and leave. **Make sure you have festivities, no matter how small, planned throughout the day so that every customer, no matter when they arrive, feels like they are part of the celebration.**

Event ideas from booksellers to help you brainstorm creative ways to provide a fun, welcoming, insider experience for each person who enters your store:

STRUT YOUR STUFF:

- **Plant simple surprises throughout the store.** It could be a handwritten note from an author recommending their favorite books, a coupon offering a small discount, or some candy.
- **Offer a morning, pre-opening "behind the scenes" tour with coffee.** Put your peppiest bookseller at the lead and pepper in some good insider stories.

AUTHOR & LOCAL CELEBRITY EVENTS:

- **Quirky author events work best!** Invite authors to read and sign, but also invite authors to participate in a quiz, sell books, or sing karaoke.
- **Set up an "Advice 5¢" booth** with a funny author, local celeb, or bookseller.

FEED THE PEOPLE:

- **Partner with a local beer, spirit, or wine maker to host a tasting.**
- **Create themed free food/drink hours** – an F. Scott Fitzgerald cocktail hour or Jane Austen English tea.

STORM SOCIAL MEDIA:

- **Create hashtag signs** people can hold up for selfies to post to social media: #bookstoreday #yourstorename.
- **Post secret social media codes** on Twitter, Facebook, and Instagram to be whispered to booksellers for prizes.

PARTNER UP:

- **Organize with other bookstores in your area to create a passport** with stamps and prizes for customers that visit multiple stores. Or do a passport with other local businesses if you're the only bookstore.

PLAY!

- **Photo booth!** Create a little corner where customers can do photo shoots with costumes and props (make sure you get some staff shots, too!).
- **Create a book-themed Mad Libs station** or hold a public Mad Libs hour.

ENTERTAIN:

- **Hire belly dancers, jugglers, a balloon-animal maker, a poet-on-demand, a tarot reader, or caricature artist to spend the day in the store.**

FREE STUFF:

- **IBD has a selection of free items in the catalog.** Use these as prizes and awards for contests and games.



For a more in-depth guide, go to www.indiebookstoreday.com/for-bookstores and download *How to Throw a Great Party: Tips & Ideas*. For any questions, please email ibd@bookweb.org.