

## **BARNES & NOBLE FUNDRAISER**

Syracuse Stage Guild

*Presented by Sara Lowengard*

Syracuse Stage Guild had their first Barnes & Noble Bookfair in December 2012. The second occurred in December 2013 and the third Syracuse Stage Guild Barnes & Noble Bookfair took place in November, 2014.

Barnes & Noble has a Bookfair program, allowing local organizations an opportunity to raise money through in-store and online book sales at Barnes & Noble, during a designated week during the year. Barnes & Noble does not charge the organization any money for participating in the Bookfair. During the Bookfair, the organization will receive a percentage of the total sales of Bookfair supporters' eligible purchases.

During the Guild's Bookfair week, we ask shoppers to give a voucher to the cashier at Barnes & Noble when they pay for their items, both in the store and cafe. The voucher provides the cashier our Bookfair ID number, so that the sale will register towards our Bookfair sales for the week. This allows shoppers to use our Bookfair ID number to make online purchases at Barnes & Noble, and to shop in any store and have their sales included in our total Bookfair sales for the week. The percentage that Barnes & Noble donates to the Guild is based on our total Bookfair sales. If sales total less than \$2,000.00, Barnes & Noble will contribute 10% of the sales in cash, or 15% if the organization chooses to receive a Barnes & Noble gift card. If sales total between \$2,000 and \$10,000, Barnes & Noble will contribute 15% of sales in cash, or 20% if the organization chooses to receive a Barnes & Noble gift card. If sales total over \$10,000, Barnes & Noble will contribute 20% of the sales in cash, or 25% if the organization chooses to receive a Barnes & Noble gift card.

**Advertising:** Barnes & Noble has digital vouchers, and advertising materials that organizations can download from the Barnes & Noble website. The vouchers can be emailed to members, friends and family. You can also print off flyers and vouchers to be posted, distributed in programs and to give to friends and family.

**Physical Presence in a Store:** Syracuse Stage Guild choose the location of its Bookfair as Erie Boulevard in Syracuse, New York. On the first day of the Guild's Bookfair, Barnes & Noble provided a table for the Guild at the front of the store. The Guild puts informational materials on the table, including Guild membership information, the theatre calendar, and theatre subscription information. In order to entice shoppers to come to the table, the Guild also puts a large jar of candy on the table. Syracuse Stage also provides the Guild with a raffle (for two tickets to the theatre) that Guild has on the table. Guild has one or two members who sit at the table to speak to shoppers and answer questions they may have about the Bookfair, Guild or Syracuse Stage.

**Entertainment:** Barnes & Noble allows the organization hosting the Bookfair to put on a performance. In 2012, the show currently playing at Syracuse Stage was White Christmas. Three of the main performers came to Barnes & Noble and sang a medley of songs from White Christmas. In 2013, the show currently playing at Syracuse Stage was A Christmas Carol. The fiddler who played in A Christmas Carol performed at Barnes & Noble. For 2014, several performers from the show at Syracuse Stage, Hairspray, appeared.

**Rewards:** In 2012, the Guild made \$1,100 from the Barnes & Noble Bookfair. In 2013, the Guild made \$500 from the Barnes & Noble Bookfair. Not only does the Guild raise money through the Barnes & Noble Bookfair, but it provides an opportunity for our members to speak to the shoppers. We have had shoppers interested in Syracuse Stage plays and subscriptions, and we have had shoppers interested in becoming Guild members. Also, make sure to advertise any upcoming events for the Guild during the Barnes & Noble Bookfair event.