



School/Library Special Event Planner

Important – Please Note: We invite you to contact us in advance to discuss scheduling. If your requested date/time is available, we will gladly hold your reservation for 48 hours. In order for us to guarantee your date/time we must receive your completed Planner within the 48-hour reservation period.

Author/Illustrator: Dawn Stephens
Phone: 757-630-6158
Email: dawn@dawnstephensbooks.com

Date:

Section A: General Information

Organization Name: _____
Physical Address: _____
Phone Number: _____ Fax: _____
Event Coordinator: _____ Title: _____
Coordinator Phone: _____ Email: _____
Principal/Headmaster Name (If Applicable): _____

Section B: Description of Event

Requested Celebrity Author/Illustrator Visit Date: _____ Time: _____
Event Type: (Check all that apply) School Assembly: Inspirational message about our purpose in life
 How to write a book workshop Little Pot craft Book Fair fundraiser Other: _____

Section C: Participants

Teacher Name	Grade	# Students
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____
5. _____	_____	_____
6. _____	_____	_____
7. _____	_____	_____
8. _____	_____	_____
9. _____	_____	_____
10. _____	_____	_____
	Total Students	_____

Section D: Important Milestone Dates (Please mark your calendar)

_____ **Planning Session:** Ten to eight weeks before Dawn’s appearance date, meet with teachers, volunteers, and organizers to discuss the campaign. Set a goal to sell 100, 500 or even 1,000 books in advance of the event. Hang signs and begin promoting the event in the community.

_____ **Campaign Launch Date:** Seven weeks before Dawn’s appearance date the campaign officially opens. Get your students and volunteers excited about the event. Begin taking orders for the books.

_____ **Campaign Close Date:** Five weeks before the event the campaign officially closes. Collect the order forms from your students/volunteers and make copies for your records. Complete the Group Order Form and make sure monies are carefully reconciled. (Any book orders received after the original shipment event may be subject to a \$25 surcharge)

_____ **Mail By Date:** One month prior to the event the Group Order Form is emailed to dawn@dawnstephensbooks.com A PayPal invoice will be issued. Payment will be due before shipment and should be submitted right away to ensure timely delivery of the books.

_____ **Delivery Date:** You should receive the books within two days of the event.

_____ **Celebrity Author/Illustrator Appearance Date. Distribute books to students before the book signing event.**

Section E: Organization Sponsored Promotional

Do you have a media list compiled (radio, TV, Newspaper, etc.)? Yes No

If no, please list the media outlets you recommend we contact:

- _____
- Please check all promotional support available for this event:
- List the event in your organization’s newsletter
 - List the event on your organization’s calendar of events
 - List the event on your organization’s website
 - Include a flyer in weekly parent’s folders
 - Post the event on exterior signage

Please tell us any other plans you have for advertising or promoting the event:

Section F: Day of Event Checklist

- Make sure your staff is fully briefed about the event
- Signage should be prominently displayed
- Designate a “book signing area” for the celebrity author/illustrator. Provide a table, chair and trash can.
- Distribute the books to the students for them to bring to the signing area.

Section G: Disclosure of Possible Associated Event Costs

1. Optional Book Marks	\$ 12.00	Per 100 (Great give-away items for students!)
2. Appearance Fee – Half Day	\$ 650.00	50% deposit required. Waived with 200+ copies sold
3. Appearance Fee – Full Day	\$ 1,500.00	Reduced to \$850 with 200 copies sold. 50% deposit applies.
4. Travel Expenses		May Apply
5. Late Orders	\$ 25.00	Surcharge

Disclosure:

The undersigned below acknowledges he/she has received the School/Library Special Event Program Guidelines.

Signature Printed Name Date

School/Library Special Event Planner