



## CELEBRATE CANADIAN INDEPENDENT BOOKSTORE DAY ON SATURDAY, APRIL 24, 2021!

Booksellers may wish to host special activities to celebrate CIBD 2021, so we've put together a list of ideas to support the planning process. Activities can be simple or complex, depending on your capacity for planning and execution. Ideally, these ideas will be adapted to suit your unique clientele.

CIBA does not encourage or endorse in-person gathering this year. If your region allows for in-store browsing, please follow local health guidelines and utilize outdoor space if possible. As restrictions vary and may change, we encourage booksellers to be flexible in their plans.

### ONLINE ACTIVITIES

*Suggestions range in effort/budget required (light > moderate > heavy)*

- Host "Stump the Bookseller" online. Participants vaguely describe a book using the title, plot, or cover and you try to guess the book they are looking for. - *light*
- Host "Name That Book" on social media - *moderate*
  - Select a well-known book that you have in stock
  - Write 5-10 clues about the plot, characters, or author (starting with vague and moving towards obvious)
  - Post 1 clue per hour on your social feed
  - Award a prize to the first person who guesses it correctly (or draw from all correct answers)
  - Prize(s) could include the book in question, CIBD swag, or store credit
- Team up with other local stores to arrange a virtual bookstore crawl and have participants document their progress on social media. Create a gift certificate or coupon for that can be used at any participating store and provide to successful crawlers. - *moderate*
- Have a virtual scavenger hunt on your website! Scatter clues on your pages that lead to a code word (or simply hide the word). Provide a discount to everyone who finds the code word or enter all successful seekers into a draw. - *moderate*
- Sponsor the [#AnonymouseChallenge](#). Encourage your customers to explore the neighbourhood and take photos of anything that feels like art to them. Explorers can post online using #AnonymouseChallenge. Then, you will select a winner from your local posts and reward them with a Tundra art picture book prize pack (donated by

Penguin Random House Canada). Contact your sales rep for more info and click [here](#) for assets. - *moderate*

- Host “(Your Community Name) Reads” using a virtual platform like Zoom. Invite people to register in advance and provide each participant with 1 minute to “sell” their favorite book to the group. At the end, invite participants to vote on the title they are most enthused about using the chat function or a poll. Provide the winning defender with a prize pack or store credit. - *heavy*
- Host a micro-writing competition. Invite readers to write a compelling story of 50 words or less that takes place in your store. Judge the stories or invite local authors to act as judges. Award prizes for first, second, and third place. - *heavy*

### **PURCHASE ACTIVITIES (CAN APPLY TO ONLINE, BY PHONE, OR IN-STORE PURCHASES)**

*Suggestions range in effort/budget required (light > moderate > heavy)*

- Offer individually wrapped treats and/or tea bags with every purchase for customers to enjoy with their new books. - *light*
- Surprise customers with simple-but-memorable prizes for customers to find in their purchase: a handwritten note from an author, coupons for discounted purchases, or “golden tickets” for free merchandise. - *moderate*
- Offer a “matchmaker” program. With every book purchased, give customers the option to buy another book at a discounted rate - *if they let you choose the book*. Select a title that will complement their tastes. - *moderate*
- Set up “blind dates” with books. Wrap mystery titles in brown paper and write brief, funny descriptions of the plot or main characters. Sell the books for a flat rate to adventurous customers. - *heavy*

### **IN-STORE ACTIVITIES (RESPONSIBLY EXECUTED)**

*Suggestions range in effort/budget required (light > moderate > heavy)*

- Provide a slate or whiteboard and encourage customers to write the name of their favourite author or the title of their future autobiography. Take photos and share them on social media. - *light*
- Hang butcher paper on your outside window and provide customers with markers so they can note the reasons why they love indie bookstores. - *light*
- Build a prize wheel that shoppers or passersby can spin. Prizes can range from individually wrapped chocolate bars to swag to store credit. - *heavy*

- Invite a local writers or illustrator to work in your display window throughout the day and invite customers to stop by and wave hello from the sidewalk. – *heavy*

*If local restrictions won't allow you to open your store to the public...*

- Invite customers to take a photo of themselves in front of your store and share on social media. Award a prize for a randomly selected photo at the end of the day (or offer small prizes to anyone who posts). – *light*
- Offer tickets for private, masked shopping hours for customers from the same household (e.g., \$25 ticket = \$25 towards books). – *light*

### DISPLAY TIPS

CIBA will provide digital promotional materials that can be printed for use on your website, on social media, or in-store. Booksellers may want to create additional relevant displays. For example:

- Promote CIBD using a sidewalk chalkboard sign (share a photo of it on social media if your store is unable to open for in-store shopping)
- Create a special window display featuring discounted titles and/or books by local authors who have done events at your store
- Promote books by authors associated with our contest
- Create a schedule of your CIBD events and activities
- Use this opportunity to thank your customers and community

#### REMINDER:

CIBA has created a public-facing web guide featuring participating bookstores!

For each registered bookstore/location, we will include up to 3 activities on this guide. We will also promote bookseller activities on social media.

We will accept activity info by email to [kayla.calder@cibabooks.ca](mailto:kayla.calder@cibabooks.ca) until **April 16**. The earlier you provide the details, the more promotion you'll receive.