**FALLS CHURCH AAUW**

**BOOK SALE OPERATIONS TASK FORCE**

**February 2012 Report on Book Sale Operations, Now and in the Future**

**Executive Summary**

The Task Force for Book Sale Operations reviewed past and current book sale operations with an eye to improving procedures and potential revenue for scholarships and grants. The branch currently operates the annual book sale efficiently and does very well in maximizing branch resources. The event involves the whole branch and is well attended by the community. Specific recommendations are provided to improve the sale now and in the future, particularly in the areas of publicity, local community involvement, and backup resources/plans for sale operations.

The Task Force recommends that the branch continue this annual event, making suggested operations improvements, then reviews operations regularly to assess the long term viability of the book sale.

**Background**

Organization

In September 2011, Sally Brett, Falls Church AAUW President, appointed a Task Force to review the current and future operations of the annual branch book sale. The following members were appointed: Anne Baxter, Pattie Brady, Becky Gaul, Peggy Montgomery, and Martha Trunk. Pattie Brady resigned due to pressing business obligations. Anne Baxter was appointed Chair.

The President’s charge to the group was:

* Analyze current state of used book market, to include impact of electronic publishing and sales.
* Analyze current book sale practices as a business model—level of effort involved in book sorting, storage, set-up and collection, advertising, disposal. Recommend research include interviewing past and current book sale chairs in this and other branches.
* Based on those analyses, evaluate current book sale practices in terms of continued affordability (manpower and real costs in time and dollars) and practicality (will there continue to be a return on this investment of time and money, issues of storage and outdoors sorting spaces)
* Based on those analyses, create recommendations for either
	+ Continuing the current branch book sale with
	+ Modifications to the current model
	+ New corollary efforts (leadership training, e.g.)
	+ No changes
	+ Alternative fund raising efforts for future implementation

The Task Force met multiple times. Members researched specific topics related to book sale operations and reported back to the group. The Task Force met with Mollie Jewell, Book Sale Chair, and Mary Youman, Collection Lead & Storage Host, to review details of how the book sale is organized.

Falls Church Book Sale Brief History

The Falls Church Area AAUW Branch held our 1st book sale in the spring of 1976. The purpose was to raise funds for women’s scholarships, primarily through the AAUW Educational Foundation (EF). In the 1980’s, the branch added a local scholarship for girls graduating from George Mason High School to assist with their higher education costs. The branch has since expanded the local scholarships to three high schools (George Mason, Falls Church, and JEB Stuart). In 2001, to honor the branch’s 50th anniversary, the branch began an AAUW American Fellowship Endowment to support graduate education for women. The endowment reached the $100,000 target in 2009 and awarded the first grant in the fall 2009 semester. In 2010, the branch initiated a $75,000 Career Development endowment and is working toward its completion. In 2009 the Branch established a local Special Project Grant (up to $500) to provide assistance to local individuals or groups that foster education for women and girls.

The book sale is a favorite spring event for the wider Falls Church community. There is a broad base of local supporters as well as professional book dealers from the metro DC area and beyond. Book sale publicity and coverage of the sale-funded branch scholarship awards each May provide visibility for Falls Church AAUW’s community involvement supporting education for women and girls.

The book sale is important for branch cohesiveness and is a significant member recruiting tool. Many members work on the sale before, during, and after the actual event. Members establish a personal connection to the branch through the sale, resulting in friendships and involvement in other branch activities. Book sale operations currently involve local high school groups in set-up and breakdown of the sale, allowing students to earn community service credits and branch members to avoid heavy lifting. The branch has also worked with various community groups to offer sale leftovers for these groups to disperse, either locally or internationally.

**Current Book Sale Operations**

Over the past 36 years, Branch leaders have developed detailed documentation to guide book sale operations. Documentation includes a timeline of tasks, organizational brunch for task assignment, models for collection and sorting reminders, sign-up sheets for necessary tasks, and a “library” of publicity documents and contacts. Reference Appendix 1 for a sample of book sale organization documents.

Branch book sale receipts increased annually from 2008 through 2010 but dropped dramatically in 2011. Discussion with sale leads determined that the primary explanation for the 2011 declined receipts was due to significantly fewer books offered for sale, plus a competing same-day sale, rather than weather or recession impact on customers. (Decreased books at the sale were explained by fewer Lantern collection pickups, less donations-wanted publicity, and sorted ‘special’ donations that went missing.) See Appendix 2 for a financial summary for sales from 2008 through 2011.

What works well

* Sale activities entice participation from almost all branch members in some aspect of operations. There have also been community members who donate their time to help with the sale, thus supporting AAUW.
* Member Mary Youman & her family have graciously donated their garage as primary sorting and storage location for many years and plan to continue to host these activities.
* Use of local high school students to help with sale set-up & tear down (Aurora House, JEB Stuart, Bishop O’Connell and George Mason high schools)
* Current sale publicity including:
	+ paid ads in the Falls Church Press & the Washington Post
	+ 2 large over-street banners hung during the sale week
	+ Using address labels completed by sale attendees to send postcard notices a few weeks before the next year sale
	+ Posting book sale signs in local buildings immediately before the sale
	+ Placing signs at key roadside intersections prior to and on sale days.
	+ Branch presence at the Falls Church Farmers Market on the Saturday prior to and the Saturday of the sale
	+ Craig’s List free online notice just before sale

What could work better (See Task Force recommendations in later section)

* Very limited member involvement in book donation pickup before the sale. (Youman family alone picks up donated books from the Lantern bookstore in Georgetown about every three weeks.)
* No book collection points in Falls Church, such as the Community Center or George Mason High School.
* Book Sale Chair has minimal help with administrative and publicity tasks
* Inconsistent member sorting and selling styles, which may affect sale receipts
* Book pricing should be reviewed in comparison with other local sales, i.e. trade vs. small paperbacks, ‘specials’ pricing, and end-of-sale bargains.
* Minimal web-based publicity including social network sites.
* Inconsistent AAUW membership recruitment efforts.
* Limited involvement of the local high schools that benefit from sale funded scholarships, in helping with book donations, publicity, or staffing for the sale.
* Inconsistent disposal of leftover books at the end of the sale.
* No plan for an alternate storage/sorting site

**Local Used Book Market**

Task Force members spoke with other organizations in the area that operate book sales.

**McLean AAUW:** Becky spoke to Reed Isbell, 2011 Sale Chair. McLean sale has many concerns similar to ours: how to weed out unsalable donations; need for consistent volunteer training; needing more strong-muscled help; best way to handle sale leftovers. They sort and store donations at Sun Trust Bank in Vienna at no charge, based on long-standing relationship as bank community service write-off. They have 5 summer collection Saturdays at the bank, renting a Pod for use after bank business hours. Sorting is done at collection and in bank room on non-collection days. Sale is held on September F-Sa-Su at McLean Community Center in multiple rooms with specially priced books, children’s, etc. in different rooms. Branch does pay rental fee but is considered an important customer draw for Community Center Recent books $5. The price for most paperbacks is $1 and hardbacks, $2. Special books are individually priced based on Abbey Books online. Non-special children’s are priced at $1 or 50 cents. Books are $7 per bag on Sunday, except specials. The branch is considering raising prices to $2 paper/$3 hardcover and possibly charging for Friday morning admission. The branch considers the book sale as critical for branch membership since many join specifically to work on this project. They are interested in our task force report.

**Mary Styles Riley Library FC:** The library’s sale operations and receipts are small and different enough from those of the branch’s sale that they are not comparable. They use a small library space for a continuing sale. Volume is only 30-40 boxes every 4-6 weeks. Paperbacks are $.50 and hardbacks are $1. Remainders are given to local thrift shops and groups who distribute to veterans and other charities.

**Arlington library** Martha talked to Susan Parker, the coordinator of the Arlington County Friends of the Library semi-annual Book Sale. Their sales are Thursday evening - Sunday in the Main Library Garage. They have a permanent storage facility in the basement of the library. Sale materials must be moved from basement to the garage. Their volunteer staff assists with pricing and selling. They have a standard price list based on the date of publication for current books and charge 50 cents per paperback and $2 - $4 for fiction trade paperbacks after 2004 and $1-$3 for non-fiction trade paperback depending on condition. Everything is ½ price on Sunday. Current books that do not sell during the sale are transferred to the Sale Office in the Central library. They raised $71,000 in April 2011 and $90,000 in October 2011.

**Valley Forge PA AAUW:** Becky reviewed their branch web pages after seeing a citation on Giggil online book sale website. The branch holds a 4-day annual sale in July in a church building that they also use as a collection site. Becky noted that the branch uses large wheeled trash bins with signs as collection points at the sale location and local grocery stores before their sale. (Attempts to contact branch via email were not successful.)

**Online concerns:** As book lovers know, there is a huge online book sales market. The e-book market is expanding more rapidly than the traditional format. It is unknown how these markets will impact our book sale in the future. The branch has worked with book resellers to dispose of leftovers at the end of the sale with mixed results operationally and financially. Our branch has just begun to work with Giggil, an online book reseller affiliated with Amazon. A minimum of 10 pre-screened books are shipped to Giggil at their expense. Books are screened by us; each book is assessed a 75-cent shipping and handling fee. Books are advertised on Amazon and if sold the cost of shipping is deducted from the sale price. Checks are sent monthly. If they were to process our after-sale leftovers, which would include all media, they would send a truck, waive the 75-cent per book fee, and pay us for books as they are sold minus the 75-cent shipping and handling fee. We have also had limited success using Quinn’s Auction House in Falls Church to sell older books. Finally, resale of e-books currently remains an unresolved issue, preventing any near-term branch involvement.

**Alternate Fund Raising Projects**

The Task Force discussed possible alternate fund raising projects including a 5K Run for Girls, Book and Author Luncheon, and working jointly on the book sale with another branch or community organization such as the League of Women Voters. For the Run or Luncheon there would be a steep learning curve on how to organize such an event. There would also be a period of uncertain and lower revenues with an impact on our local and national scholarship donations. With a joint book sale there would be logistical problems regarding operations and how to share proceeds. The unique link between the Falls Church AAUW brand and the local branch would be affected. At this time the Task Force decided not to pursue detailed research into these options.

**Task Force Recommendations**

The Falls Church branch has developed book sale “brand” recognition within the Falls Church community and in both state and national AAUW for its consistently well-run and profitable annual book sale. Moreover more branch members participate in the event than any other event, resulting in valuable membership cohesiveness directly related to book sale activities. The Book Sale has been instrumental in recruiting new members. Participation in book sorting is a good introduction for new members to learn more about us, as a group and individually. Most of our members participative in one or more book sale related activities. Age or physical ability does not prevent participation. Members who are not active in any other branch activity help with the book sale. It is the unifying basis of our branch.

Challenges exist regarding how to better operate the book sale in this changed book market. Also, publicity in this expanded Internet world opens new ways to contact interested parties. As the branch membership ages there are additional challenges on how to best handle the sale logistics.

Based on our review of all these factors involved in the branch Book Sale, the Task Force recommends the following:

1. Continuation of the book sale for at least 5 more years (to reach 40th anniversary) as a benefit to the branch and community and a significant funding resource.
2. Thoroughly review book sale viability again in 4 years at the 40th anniversary and every 5 years thereafter.
3. Involve our community partners more in the book sale. Draw on resources of local high schools students, their PTO organizations, the Community Center staff, and other volunteer organizations for help in all aspects of the sale, particularly publicity, book collection, and help on the weekend of the sale.
4. Refine book sale with all/some of suggested improvements detailed below to enhance book sale operations and hopefully increase revenues

***Short Term***

* 1. Secure at least one committed backup driver for book collection at the Georgetown Lantern bookstore.
	2. Do not offer half-price on Saturday morning, preferably not at all.
	3. Explore the possibility of book sale collection/recycle bin at the Falls Church Community Center and George Mason High School. (See if Falls Church City recycling might donate a bin.)
	4. Hold member training on how to efficiently sort books and strategies for selling with an eye to more income. Start with skits at upcoming meetings.
	5. Review current pricing to see if adjustments are needed. In particular consider different price for trade paperbacks vs. ease of one price for paperbacks.
	6. Commit volunteers for publicity at Farmers Market day of and week before sale.
	7. Explore separate check out for specially priced books to maximize sales receipts.
	8. Continue to advertise on Craigslist for sale days.
	9. Do a quick survey of members at the Celebration dinner to collect impressions of how the sale worked.
	10. Hold formal debrief /meeting after sale so members can provide input on what worked or didn’t work and suggest improvements for next year.

***Long Term***

1. Set up presence on Facebook or other social networking sites to advertise sale and instruct members on how to maximize its effect.
2. Determine additional local blogs and newsletters as publicity sources.
3. Explore possibility for a local high school student intern to shadow book sale chair and/or publicity chair to help with tasks such as sign preparation and posting, liaison with local groups such as Aurora house, book collection at schools, community center, and donation calls (limited). This intern would fulfill their community service requirement. Develop job description so that this role is ongoing; fill with a senior and rising senior to provide continuing representation.
4. Find out about potential commercial rental costs for sort/storage space. We received one estimate of $344 monthly for a space the size of a two car garage.
5. Investigate possibilities for business donated space using McLean AAUW model relationship with local Sun Trust bank branch.
6. Plan early for how to dispose of books at the end of the next year’s sale.
7. Pursue potential business relationship with Giggil with understanding that vendor’s permanent presence in the market is an unknown factor.
8. See separate category below for increasing community involvement.
9. Consider strategies to survey book sale attendees on how they heard about the sale, what they liked, and what improvement they recommend, without disrupting sale checkout and acknowledge that this is a volunteer local organization (we can’t sort by author by more detailed categories!).

**Appendix I**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Overall calendar** | **Sale: April 11-12, 2008 SAMPLE** |  |  |  |  |  |  |  |
| **Date (or begin activity)** | **Days before sale** | **Activity** | **Responsibility** |  |  |
|   |   |   | Coordinator | Publicity | Sort/Move | Setup | Dinner | Treas | Caller |
| **Fall** |  |  |  |  |  |  |  |  |  |
| October 1, 2004 |  | Conduct fall sorting |  |  | x |  |  |  |  |
| October 1, 2004 |  | Branch newsletter: fall sorting |  | x |  |  |  |  |  |
| **February 2, 2006** |  | **Recruit subcommittee reps** | x |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
| December 1, 2004 |  | Prepare publicity materials: letters, poster, bookmark, postcard, receipt, etc. |  | x |  |  |  |  |  |
| ~~December 15, 2006~~ | ~~NA~~ | ~~Distribute publicity at holiday party: bookmarks, postcards, receipts~~ |  | x |  |  |  |  |  |
| **January** |  |  |  |  |  |  |  |  |  |
| January 1, 2006 |  | Contact Safeway, Harris Teeter for **boxes**, collect til sale: Jane & Lynn, Barbara Ann | x |  | x |  |  |  |  |
| January 15, 2006 |  | Contact FOCUS - deadlines vary |  |  |  |  |  |  |  |
| January 15, 2006 |  | Contact movers & sign them up |  |  | x |  |  |  |  |
| January 15, 2006 |  | "Book collection" announcements: prepare, proof, mail to newspapers (5): Focus, **News Press** | x |  |  |  |  |  |
| January 15, 2006 |  | Publicize sale to No. VA branches |  | x |  |  |  |  |  |
| January 19, 2006 |  | Prepare Signup sheets: Sales, Sort, Pickup | x | x |  |  |  |  |  |
| January 19, 2006 |  | Prepare Signup sheets: Publicity |  | x |  |  |  |  |  |
| January 19, 2006 |  | Prepare Publicity kits: posters, bookmarks, postcards, and instruction sheets |  | x |  |  |  |  |  |
| January 19, 2006 |  | **Update publicity mailing list** |  | x |  |  |  |  |  |
| February 19, 2006 |  | Branch newsletter article: sale, EF, publicity, SORTING |  | x |  |  |  |  |  |
| January 20, 2006 |  | **Contact DPW about banner, write letter: Dan Schlitt, Rec. & Parks (2006)** |  |  |  |  |  |  |  |
| **February** |  |  |  |  |  |  |  |  |  |
| February 1, 2006 | partial | Special focus ads: BookFinders.com, FC New press, Washington Post book world |  | x |  |  |  |  |  |
| February 12, 2006 |  | Recruit workers at branch meeting, distribute publicity kits - continues til sale | x | x |  |  |  |  |  |
| February 15, 2006 |  | Branch newsletter article: sale, EF, publicity, SORTING |  | x |  |  |  |  |  |
| February 15, 2006 |  | Contact Senior Times |  |  |  |  |  |  |  |
| February 15, 2006 |  | Publicize sale to No. VA branches - again |  | x |  |  |  |  |  |
| **February 4, 2006** |  | **Book sale organizational brunch** |  |  |  |  |  |  |  |
| February 28, 2006 |  | Prepare signup sheet and circulate at meetings for Celebration dinner |  |  |  |  |  |  |  |
| February 28, 2006 | 6 weeks | Visit site: discuss publicity, collection and book sale setup | x |  |  |  |  |  |  |
| February 28, 2006 | 6 weeks | Coordinate w/ Membership on recruitment at sale: flyers, signup, posters, table, etc. | x |  |  |  |  |  |  |
| February 28, 2006 |  | Coordinate w/ treasurer on change and deposits |  |  |  |  |  |  |  |
| **March** |  |  |  |  |  |  |  |  |  |
| March 1, 2006 |  | Follow-up movers & sign them up |  |  | x |  |  |  |  |
| March 1, 2006 |  | Rent truck |  |  | x |  |  |  |  |
| March 1, 2006 |  | Rent tables to bring total to 80 tables | x |  |  |  |  |  |  |
| March 4, 2006 | 5 week | "Book sale" announcements: prepare, proof, mail to newspapers (50) |  | x |  |  |  |  |  |
| March 5, 2006 |  | Sort books - continuous til sale: 3/5; 3/12, 3/19, 3/26 - Saturdays |  |  |  |  |  |  |  |
| *March 6, 2006* |  | *Makeup sorting - if needed: 3/6; 3/13, 3/20, ~~3/27~~, and April 3 - Sundays* |  |  | *x* |  |  |  | x |
| March 8, 2006 |  | Prepare signup sheet and circulate at meetings for Celebration dinner |  |  |  |  |  |  |  |
| March 8, 2006 |  | Signup dinner guests and collect money ($5) through April 7 |  |  |  |  | x |  |  |
| March 4, 2006 |  | Prepare postcards: stamps and pc. To assemblers |  | x |  |  |  |  |  |
| March 14, 2006 |  | Recruit workers at branch meeting, distribute publicity kits | x | x |  |  |  |  |  |
| March 15, 2006 |  | Mail postcards (400) |  | x |  |  |  |  |  |
| March 15, 2006 |  | Branch newsletter article: Sale |  | x |  |  |  |  |  |
| March 28, 2006 | 10 | Reconfirm times, jobs, etc. with all volunteers | x |  |  |  |  | x | x |
| March 26, 2006 | 10 | Take banners to Dept. Public Works |  |  |  |  |  |  |  |
| ~~April 1, 2006~~ |  | ~~Recruit workers at branch meeting, distribute publicity kits~~ | x | x |  |  |  |  |  |
| **Sale** |  |  |  |  |  |  |  |  |  |
| April 4, 2006 | 2 | Get cash for change ($200 in 1s and 5s) |  |  |  |  |  | x |  |
| April 4, 2006 | 2 | Get snacks for book sellers: water, juice, salty, sweet. |  |  |  |  | x |  |  |
| April 4, 2006 | 2 | Xerox and organize additional signs |  |  |  |  |  |  |  |
| **Apr-07** |  |  |  |  |  |  |  |  |  |
| April 12, 2007 | 1 | Setup sale | x | x | x | **X** | x |  | x |
| April 12, 2007 | 1 | Move books  | x |  |  | **X** |  |  |  |
| April 12, 2007 | 1 | Set up moveable signs (50 24"x36" signs all over FC) |  | x |  |  |  |  |  |
| April 14, 2007 | 1 | Remove and save signs (50 24"x36" signs all over FC) |  | x |  |  |  |  |  |
| April 13, 2007 | 0 | Open and close - ensure special staffing | x |  |  |  |  |  |  |
| April 13, 2007 |  | Open and close - ensure special staffing; make deposits |  |  |  |  |  | x |  |
| April 14, 2007 |  | Open and close - ensure special staffing; make deposits |  |  |  |  |  | x |  |
| April 14, 2007 |  | Close sale and move books out of center | X | X | X | X | X | X | X |
| April 14, 2007 |  | Celebration dinner | X | X | X | X | X | X | X |
| April 14, 2007 |  | Get sandwich platters for dinner |  |  |  |  | x |  |  |
| April 14, 2007 |  | Setup dinner |  |  |  |  | x |  |  |
| April 16, 2007 |  | Branch newsletter article: sales, publicity., dinner |  | x |  |  |  |  |  |
| **May** |  |  |  |  |  |  |  |  |  |
| May 1, 2003 |  | Branch newsletter article: sale results and thanks |  | x |  |  |  |  |  |
| May 1, 2003 |  | Thank donors | x |  |  |  |  |  |  |
|  |  | **Start all over again!!!** |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
| Organization Meeting Agenda |  |  |  |  |  |  |  |
| February 4, 2007 |  | Sorting: |  |  |  |  |  |  |  |
|  |  | Labels |  |  |  |  |  |  |  |
|  |  | Calling |  |  |  |  |  |  |  |
|  |  | Boxes - Lyn and Jane;  |  |  |  |  |  |  |  |
|  |  | Sort cleanup  |  |  |  |  |  |  |  |
|  |  | Recycle boxes, recycle books  |  |  |  |  |  |  |  |
|  |  | Specials - pricing and lookup |  |  |  |  |  |  |  |
|  |  | Celebration dinner:  **Porzel**, facilitator? |  |  |  |  |  |  |  |
|  |  | Publicity |  |  |  |  |  |  |  |
|  |  | Update mailing list |  |  |  |  |  |  |  |
|  |  | Mail outs to newspapers |  |  |  |  |  |  |  |
|  |  | Mail out post cards |  |  |  |  |  |  |  |
|  |  | Ads |  |  |  |  |  |  |  |
|  |  | Book sale setup at gym |  |  |  |  |  |  |  |
|  |  | Movers |  |  |  |  |  |  |  |
|  |  | Coordinate w/ Membership on recruitment at sale: flyers, signup, posters, table, etc. |  |  |  |  |  |  |  |
|  |  | Coordinate w/ treasurer on change and deposits |  |  |  |  |  |  |  |
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BOOK SALE JOBS - 2012

|  |  |
| --- | --- |
| Labels:  |  |
| Signs (categories)  |  |
| Sorting reminders/calls –  |  |
| Researching specials:  |  |
| Current and Choice pricing:  |  |
|  3/3 |  |
|  3/10 |  |
|  3/17 |  |
|  3/24 |  |
|  3/31 |  |
|  4/7 |  |
| Lunches:  |  |
|  3/3 |  |
|  3/10 |  |
|  3/17 |  |
|  3/24 |  |
|  3/31 |  |
|  4/7 |  |
| Publicity: |  |
| Mailings:  |  |
| Address research:  |  |
| Postcard mailing:  |  |
| Internal publicity -newsletter  |  |
| External publicity  |  |
| Ads at -Post, -Focus, News Press |  |
| Banner: letter and delivery/pickup |  |
| Farmer's Market |  |
| Thursday book sale Setup:  |  |
|  |  |
| Rent tables liaison with community center |  |
|  |  |
| Helper - recruit & reminder |  |
|  |  |
| Sale closing: |  |
| -Manage book disposal:  |  |
| -Celebration dinner: |  |

Sign-Up

**Book Pickup**

Help by collecting books

Pickup books a donors homes and take to Mary Youman's at 4419 N. 18th St (528-8993) near Ballston. Some lifting may be involved

|  |  |  |
| --- | --- | --- |
| Name | Phone | Comments |
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|  |  |  |
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2001

Sign-Up

**Sorting**

Help us sort books Saturdays or Sundays in March (depending on the weather-rain date is Sunday). We sort books, storing them in boxes by subject. If you have a few hours, you can accomplish a lot. Easter is March 23, Passover April 19.

To help, come to Mary Youman's at 4419 N. 18th St (528-8993) near Ballston. Dress warmly, we work outside. Drop in for as long as you can between 10 a.m. and 4 p.m. Sign up below (book sorters get first preview of the books!)

**Sat Mar 3, 10 17, 24, 31 and Apr 7, from 10 a.m. to 4 p.m.**

**Makeups on Sunday**

Name Dates Phone

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 April 14

BYOB

Book Sale Celebration Dinner

After helping out at the book sale, plan to attend the annual Book Sale Celebration on Saturday night, April 14 at ....................................... at ???? pm.

|  |  |  |
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| Name | Contact |  |
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2003 - *C:\MyDocuments\AAUW\Booksale\Publicty\*

**Sign-Up**

**Post Book sale Flyers**

**Please indicate the locations where you are willing to post Book Drive and Book Sale flyers.**

**Book Sale. Post the week of the sale. Hang them early in the week (Sun/Mon.) and return on Thurs and Friday to be sure the signs are still up. Book Sale posters really bring in the book buyers!**

**Locations: Person:**

**Bailey's Crossroads**:

Woodrow Wilson Library \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 Skyline Giant \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 Bailey’s Safeway \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**7-Corners, Wilston**

 Wilston Safewa \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 East Falls Church Giant \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Falls Church**

 Mary Styles Library \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 Community Center \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 City Hall \_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 Senior Center \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 George-Mason Jr-Sr High \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 Mt. Daniel Elementary \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 Thomas Jefferson Elementary \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 Brown's Hardware \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 Firestation \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Rt 50 Corridor**

 Jefferson Library \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Westlawn supermarket \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 Providence Rec Center \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Lee Highway Corridor**

 Graham Rd Magruders \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 W. FC Safeway \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Williamsburg Shopping Center**

 Drug store \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 7-11 store \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**McLean**

 Safeway \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 Pimmitt Library \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Westover**

 Westover Library \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 Westover Grocery Store \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 Ayers \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 Tuckahoe School \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Springfield**

 Giant \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 Richard Byrd Library \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 John Marshall Library \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Annandale**

 Giant \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 Magruders \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 George Mason Library \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Others**

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Sign-Up

**Book Sale**

Help us sort books Thursday night before the sale and sell books on Friday and Saturday.

**Setup: Thursday, April 10**

**Answer Phones all day Thurs and Friday: 1.**

**Open setup: - 1-5 p.m. (supervise table set-up)**

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1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Sort books: from 3 - 10 pm**

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

6. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

7. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

8. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

9. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

10.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

11.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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14.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

15.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

16.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Book Sale: Friday, April 13**

**Post signs 7:30 am**

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2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Sell Books**

**8:30 am - noon**

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2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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9. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**11:30 - 3:00 pm**

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

6. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

7. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Friday, April 11**

**3:00 – 6:00 pm**

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**6:00 - 9:15 pm**

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5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Book Sale: Saturday, April 14**

**8:45 am. – noon**

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2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**noon - 4:00 pm**

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**2:45 - 5:00 pm**

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2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Closing / Clean-up**

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4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Sign-Up

Organization Brunch – Sat. Feb 18

Join us for a book sale organization meeting/brunch on Sat Feb 16 at 12:30. We’ll be discussing this year’s sale and ways to improve/simplify the sale. Plus we’ll be recruiting people for small jobs and responsibilities. Ideas include:

1. Sorting reminder – calls volunteers to remind them about sorting
2. “Specials” researcher – looks up book prices on Internet and helps Jean Zapple price books
3. “Current and choice” prier – 1pm to 4pm on sorting days, price new books.
4. Sorting lunch hostess – 11am to 1pm sorting days, purchase (we provide the $)/setup lunch.
5. Mailing list researcher – verifies addresses on publicity mailing list
6. Setup coordinator – coordinates setup in the Rec Center on April 1

To help, come to Mary Youman's at 4419 N. 18th St (528-8993) near Ballston. Dress warmly; we may sort books for the weather is great.

Name Phone Comment/suggestion

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Falls Church AAUW 2012

**PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

**Down-sizing? Cleaning-up? Donate your books.**

Donate your gently used books to the Falls Church AAUW book sale. The American Association of University Women (AAUW) is collecting books of all kinds: hardcovers, paperbacks, fiction, nonfiction, children's and More! AAUW will sell the books at their sale on April 13-14, 2012, at the Falls Church Community Center. Donations are tax deductible, value assigned by the donor, and the profits fund scholarships for local girls and AAUW’s national scholarship program. For more information about donating your good, clean, saleable books, call (703) 941-5643, gjewell@cox.net.

Book Sale Publicity: Mollie Jewell (703) 941-5643 (h), gjewell@cox.net

AAUW Educational Equity

##### Book Sale

**Falls Church AAUW**

**Fri. April 13 9 a.m. - 9 p.m.**

**Sat.April 14 9 a.m. - 4 p.m.**

Falls Church Community Center

223 Little Falls Street

Falls Church VA

###### Proceeds benefit women’s scholarships


###### For more information, call: (703) 941-5643

https://www.aauwofva.org/branches/fallschurch.htm#about

 Falls Church American Association of University Women

AAUW Educational Equity

##### Book Drive


##### Down-size, Clean-up

Donate your gently used books:

Hardcover, Paperback,

Fiction, Nonfiction, Children's and More!

Proceeds benefit women’s scholarships

For more information, call: 703-941-5643 or
visit https://www.aauwofva.org/branches/fallschurch.htm#about

Falls Church American Association of University Women

Breaking through Barriers for Women and Girls.

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# Book Sorting – No experience needed.

Book sorting starts on Saturday March 7, continuing on Saturdays (depending on the weather) and on the Thursday night before the sale. There will be “make-up” days on Sundays. Join us, no experience needed!

**Why?** To increase profits! Organizing the books helps customers find the books they want and increases sales. Sorting also allows us to identify “specials” and trash. By pricing the specials higher, we earn more money and by culling the trash books we reduce the cost of moving books to the center and make the whole sale look more appealing to the customers. Finally, by efficiently packing the sorted books, we reduce the amount of space required to store them and make the sale setup easier and more efficient.

**Where?** Book sorting is an outdoor activity – we work in Mary Youman’s driveway, at 4419 N. 18th Street, Arlington - that’s why our schedule depends on the weather. Wear old clothes because the books can be dirty. And dress for the weather; layers are always a good idea. Remember you’ll be outside, so depending on the weather, you will want to dress warmly and bring gloves or wear shorts and bring sunscreen.

**How?** To sort the books into major subject categories, we work in a “sorting circle” of tables. We dump the unsorted books on a center table and put them onto the appropriate tables forming the perimeter, depending on the subject matter. For instance, the one table contains all the fiction, mystery and adventure books. As we go, we identify the specials (for higher pricing) and the cull (those oldy, moldy books) and then we sort the rest.

If you have a few hours, you can accomplish a lot. Come to Mary’s any time between 10am and 3pm on Saturdays in March. Sign up and we'll give you a reminder. Questions? Call Mollie Jewell, 703-941-5643.

Where: Mary Youman’s, just 4119 N. 18th Street, Arlington, VA. off Glebe Road in Arlington, near Ballston.

When: Saturdays in March until the sale, weather permitting. 10am to 4pm or any time in between.

Breaks: Yes! And we provide a lunch – we usually have cold cuts, etc.

Sorting: Sort books and storing them in boxes by subject.

Phone: 703/528-8993

If you have a few hours, you can accomplish a lot. Come to Mary’s any time between 10am and 3pm on Saturdays in March. Sign up and we'll give you a reminder. Questions? Call Mollie Jewell, 703-941-5643.

# Sorting Guidelines

1. **Cull the trash.** Dispose of magazines, textbooks, encyclopedias, old reference books, and books that are damaged, moldy or in poor condition. Put them in the trash boxes. We’ll separate the paper (magazines and paperbacks) that can be recycled locally from the books that we have to haul to Merrifield.
2. **Identify potential “specials”.** These are any hardbacks that can sell for more than $2 or paperbacks for more than $1. Generally, these are books in excellent condition that are coffee table books, best sellers, recent editions (1999 or newer), anything still being sold in bookstores, first editions of bestsellers, rare or old books. Put them on the specials table for pricing.

1. **Sort by category.** Speed is more important than accuracy. Many titles could (and do) go in more than one category. That’s OK, don’t worry.
2. **Have FUN.** Sorting is a social activity, too. Enjoy!

Categories

Big books – those that are too big to be packed within the category

**Yellow Categories:**

 Art

 Classics – if it has been read at school it is a classic

 Children

 Cooking

 Family

 Foreign Language – Not English

 Health

 Sports & Hobbies

 How to. Ex: Home repair, seamanship, boy scout handbook.

 Humor

 Music

 Women

 Young Adult – who would be insulted to find something in Children

**Blue Categories:**

 Biography

 Business & Economics

 Computer – it needs to be rather recent

 History

 Law

 Military

 Political Science

**White Categories:**

 Adventure – “Guy” books

 Fiction

 Mystery

 Science Fiction

**Pink Categories:**

 Education

 Philosophy

 Reference

 Religion

 Science & Nature

 Self Help. Ex: Alon, “Getting to Yes”, etc.

 Sociology & Psychology

**Specials** Category – current & choice, old & valuable, good coffee table books, first editions

**Give-aways, Recycling** – unsellable, musty smelling, damaged, torn or ugly - the stuff we don’t want. Text books, encyclopedias, pornography, out-of-date books – especially technical, political science, etc.

Remember, many books can be put in more than one category. It doesn’t hurt a bit to have a copy of the book in more than one category. If you can’t decide, ask somebody.

**Appendix II**

|  |  |
| --- | --- |
| **FALLS CHURCH AAUW** |  |
| **TASK FORCE BOOK SALE OPERATIONS** |  |
|  |  |  |  |  |  |
| **Annual Book Sale Income & Expenses** |  |  |  |  |  |
|  |  |  |  |  |  |
|  | April-11 | April-10 | April-09 | April-08 |   |
| **Gross Income** | $15,220 | $23,378 | $20,300 | $19,239 |  |
|  |  |  | unknown |  |  |
|  |  |  |  |  |  |
| **Expenses** |  |  |  |  |  |
| Rent tables, truck, facility | $2,395 | $2,689 | estimated  | detailed  |  |
| Publicity | $1,451 | $1,380 | expenses | expenses |  |
| Miscellaneous | $274 | $173 |  detail unknown | unknown |  |
| **Total Expenses** | $4,120 | $4,242 | $4,000 | $4,039 |   |
|  |  |  |  |  |  |
| **Net Income** | $11,100 | $19,136 | $16,300 | $15,200 |   |
|  |  |  |  |  |  |
|  |  |  |  |  |  |