

Concepts for eFair Goals Feature

All views: Logged in Parent

November 16, 2020



Opportunity: Give Parents a way to view more custom-driven content (by Coordinators)

Solution:

- Set Goals and measurement
- Custom Messaging
- Custom Content (School Mascot / Logo)
- Parent Participation ('Bragging' feature)
- Social Media Sharing options

3 Types of Custom-Set Goals:

- Total Sales
- Total Number of Books
- Total Donations Received (Gift Card Value)

Custom-Set Goals:

- Sub-measurements (give sense of urgency)
 - ✓ Percentage of goal obtained
 - ✓ Number of items / dollars remaining
 - ✓ Number of days remaining

Concept 1: Secondary Banner

Marketing banner set; goals banner offered separately, collapsed accordion view

ADVENTURE AWAITS IN EVERY BOOK

WELCOME TO MR. ARCHIE'S eFAIR! FOR EVERY PURCHASE MADE, OUR CLASSROOM EARNS 20% BACK IN REWARDS TO SUPPORT OUR LITERACY MISSION.

ALL ORDERS ARE DUE BY NOVEMBER 14

ADVENTURE
HUMOR
Mystery

Our Goal is: 500 Total Books

Percentage met: 29%
Only 353 to go!
We have 9 days left

147

View more

BROWSE BY CATEGORY

- Chapter Books
- Graphic Library
- Middle Grade Fiction
- Nonfiction
- Spanish
- Complete Your Series

STAFF RECOMMENDATIONS

- MIA MAYHEM \$5.99
- PUGS OF THE FROZEN NORTH \$6.99
- THE EXPLOSIVE WORLD OF VOLCANOES WITH MAX \$7.95
- CALLING HIS SHOT \$7.95
- LEACH & ZOE MYSTERIES \$4.99

Looking for Something Specific?
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ADVENTURE AWAITS IN EVERY BOOK

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Concept 1: Secondary Banner, Expanded

Marketing banner set; goals banner offered separately, expanded accordion view

The screenshot shows the Follett Book eFairs website interface. At the top, there is a navigation bar with the Follett logo, a search bar, and utility icons. Below the navigation bar is a large secondary banner with a dark blue background and a night scene with a tent and a campfire. The banner text reads: "ADVENTURE AWAITS IN EVERY BOOK", "WELCOME TO MR. ARCHIE'S eFAIR! FOR EVERY PURCHASE MADE, OUR CLASSROOM EARNS 20% BACK IN REWARDS TO SUPPORT OUR LITERACY MISSION.", and "ALL ORDERS ARE DUE BY NOVEMBER 14".

Below the banner is an expanded accordion view for a goal banner. The goal banner features a progress bar and the text: "Our Goal is: 500 Total Books", "Percentage met: 29%", "Only 353 to go!", and "We have 9 days left". The accordion is currently open, showing the following content:

- eFair Dates:** 11/01/2020 - 11/14/2020
- eFair Coordinator:** Mrs. Bradford, Media Services
- School:** Lincoln Junior High School
- Welcome message:** "Welcome to our Follett eFair Book Fair! Shop a vast offering of interesting and affordable titles which are sure to keep your kids engaged in reading. Schools around the country trust Follett to get vetted books in the hands of young readers—so I'm excited that Follett is now offering books to families and delivering them directly to your children, right at home!"
- Perusing tip:** "When perusing, be sure to view each book's title details page. Recommended titles are included so you'll know your teacher's input on specified titles. Plus, you'll know exactly which titles are a perfect fit, just for them. Don't forget our goal outlined above. Be sure to check back and see the progress we make."
- Thank you message:** "Thank you for supporting Lincoln Junior High School by sharing the gift of reading!"
- Signature:** Mrs Bradford
- Did you know? box:** "When searching titles, you can filter results by grade or price." Includes a filter icon and a small table with sliders for Grade (K-12) and Price (\$1-\$25).
- Footer text:** "Every purchase makes a difference!" and "ery proud of you, Nick! ... Margaret H ... \$163.84 ... Glad to help out by supporting the"
- Social media icons:** Instagram, Facebook, Pinterest, Twitter.

At the bottom of the accordion view, there are "View less" and "View more" arrows. Below the accordion is a "BROWSE BY CATEGORY" section with three category icons: "Adventure", "Humor", and "Mystery".

The screenshot shows the Follett Book eFairs website interface. At the top, there is a navigation bar with the Follett logo, a search bar, and utility icons. Below the navigation bar is a secondary banner with a dark blue background and a night scene with a tent and a campfire. The banner text reads: "ADVENTURE AWAITS IN EVERY BOOK", "WELCOME TO MR. ARCHIE'S eFAIR!", "ALL ORDERS ARE DUE BY NOVEMBER 14", and "Our Goal is: 500 Total Books".

Below the banner is a goal banner with a progress bar and the text: "Our Goal is: 500 Total Books", "Percentage met: 29%", "Only 353 to go!", and "We have 9 days left".

Below the goal banner is a "Did you know?" box with the text: "When searching titles, you can filter results by grade or price." Includes a filter icon and a small table with sliders for Grade (K-12) and Price (\$1-\$25).

Below the "Did you know?" box is a "Thank you for supporting Lincoln Junior High School by sharing the gift of reading!" message and a signature for Mrs Bradford.

Below the signature is a "Did you know?" box with the text: "When searching titles, you can filter results by grade or price." Includes a filter icon and a small table with sliders for Grade (K-12) and Price (\$1-\$25).

Below the "Did you know?" box is a "Every purchase makes a difference!" message and a testimonial from Margaret H. ... \$163.84 ... Glad to help out by supporting the

Below the testimonial is a "BROWSE BY CATEGORY" section with six category icons: "Chapter Books", "Graphic Library", "Middle Grade Fiction", "Nonfiction", "Spanish", and "Complete Your Series".

Below the "BROWSE BY CATEGORY" section is a "STAFF RECOMMENDATIONS" section with three book covers: "MAG MATHS", "THE SECRET OF THE TOWER", and "VOLCANO".

At the bottom of the page is a "Looking for Something Specific?" section with a search bar and the text: "What are you looking for?".



Concept 2: Integrated Banner

Marketing banner merged with goals message, collapsed accordion view

Follett Book eFairs | Search Books | [Account] | [Star] | [Cart]

ADVENTURE AWAITS IN EVERY BOOK

WELCOME TO MR. ARCHIE'S eFAIR! FOR EVERY PURCHASE MADE, OUR CLASSROOM EARNS 20% BACK IN REWARDS TO SUPPORT OUR LITERACY MISSION.

ALL ORDERS ARE DUE BY NOVEMBER 14

Our Goal is: 500
Total Books

Percentage met: 29%
Only 353 to go!
We have 9 days left

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[View more](#)

BROWSE BY CATEGORY

- Chapter Books
- Graphic Library
- Middle Grade Fiction
- Nonfiction
- Spanish
- Complete Your Series

STAFF RECOMMENDATIONS

- MIA MAYHEM** - \$5.99
- PUGS OF THE FROZEN NORTH** - \$6.99
- EXPLOSIVE VOLCANES** - \$7.95
- CALLING HIS SHOT** - \$7.95
- LEACH & ZOE MYSTERIES** - \$4.99

Looking for Something Specific?
Search Our Entire Catalog!

What are you looking for?

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Follett Book eFairs | Search Books | [Account] | [Star] | [Cart]

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Concept 2: Integrated Banner, Expanded Marketing banner merged with goals message, expanded accordion view

ADVENTURE AWAITS IN EVERY BOOK

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a Note for You | Share this | View less

eFair Dates: 11/01/2020 - 11/14/2020
eFair Coordinator: Mrs. Bradford, Media Services
School: Lincoln Junior High School

Welcome to our Follett eFair Book Fair! Shop a vast offering of interesting and affordable titles which are sure to keep your kids engaged in reading. Schools around the country trust Follett to get vetted books in the hands of young readers—so I'm excited that Follett is now offering books to families and delivering them directly to your children, right at home!

When perusing, be sure to view each book's title details page. Recommended titles are included so you'll know your teacher's input on specified titles. Plus, you'll know exactly which titles are a perfect fit, just for them. Don't forget our goal outlined above. Be sure to check back and see the progress we make.

Thank you for supporting Lincoln Junior High School by sharing the gift of reading!

Mrs Bradford

Did you know?

When searching titles, you can filter results by grade or price.

Filter | Displays with Search Results

Grade: K A 12
Price: \$1 \$15 200

Every purchase makes a difference!

ery proud of you, Nick! ... Margaret H ... \$163.84 ... Glad to help out by supporting th

View less

BROWSE BY CATEGORY

- Chapter Books
- Graphic Library
- Middle Grade Fiction

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Make for You | Share This | View Item

Dates: 11/01/2020 - 11/14/2020
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Mrs Bradford

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Grade: K A 12
Price: \$1 \$15 200

Every purchase makes a difference!

Margaret H. - \$163.84 ... Joseph C.

BROWSE BY CATEGORY

- Chapter Books
- Graphic Library
- Middle Grade Fiction
- Nonfiction
- Spanish
- Complete Your Series



Concept 2: Integrated Banner, Expanded

Marketing banner merged with goals message, expanded accordion view

ADVENTURE AWAITS IN EVERY BOOK

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Our Goal is: 500
Total Books

Percentage met: 29%
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a Note for You | Share this | View less

Raise awareness and enhance your impact!

Share this eFair with your online (and in-person) social circles and watch the level of involvement soar! We appreciate all efforts you do to help get us to our goal.

Instagram Facebook Pinterest Twitter

Every purchase makes a difference!

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View less

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- Chapter Books
- Graphic Library
- Middle Grade Fiction
- Nonfiction
- Spanish
- Complete Your Series

STAFF RECOMMENDATIONS

MIA MAYHEM
IMPOSSIBLE
EXPLOSIVE VOLCANDES
FALLING HIS SHOT
CATCH & ZOE MYSTERIES

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THE EXPLOSIVE VOLCANDES

Looking for Something Specific?
Search Our Entire Catalog!

What are you looking for?

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Concept 3: Slide Show Banner

Marketing banner merged with goals message, carrousel presentation

The screenshot shows the Follett Book eFairs website with a slide show banner. The banner features a night scene with a tent, a campfire, and a bear reading a book. The text on the banner reads: "Share Our Book eFair", "Sharing our book eFair on Social Media, or even by word-of-mouth with friends, family, coworkers, and neighbors helps provide even more opportunities for our school.", and "All orders are due by November 14". Below the banner are navigation tabs: "Welcome", "Just for You", "Did You Know?", "Our Goal", "Recent Supporters", and "Share This".

BROWSE BY CATEGORY

- Chapter Books
- Graphic Library
- Middle Grade Fiction
- Nonfiction
- Spanish
- Complete Your Series

STAFF RECOMMENDATIONS

- Mia Mayhem is a superhero! (Mia...) \$5.99
- Pugs of the frozen north \$6.99
- The explosive world of volcanoes with Max... \$7.95
- Calling his shot: Babe Ruth's legendary home... \$7.95
- The missing baseball (Zach & Zoe Mysteries... MIRE II \$4.99

Looking for Something Specific?
Search Our Entire Catalog!

What are you looking for? Search!

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The screenshot shows the Follett Book eFairs website with a slide show banner. The banner features a night scene with a tent, a campfire, and a bear reading a book. The text on the banner reads: "Share Our Book eFair", "Sharing our book eFair on Social Media, or even by word-of-mouth provides even more opportunities for our school.", and "All orders are due by November 14". Below the banner are navigation dots.

BROWSE BY CATEGORY

- Chapter Books
- Graphic Library
- Middle Grade Fiction
- Nonfiction
- Spanish
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Concept 3: Slide Show Banners (Desktop)

Banner messages displayed with rotating panels



Campout with a Good Book

Thank you for supporting Lincoln Junior High School's Book eFair. Every purchase earns 20% in rewards - all to promote reading in our school

All orders are due by November 14

ADVENTURE
HUMOR
Mystery

This banner features a night camp scene with a tent, a campfire, and a bear reading a book. On the left, there are three directional signs for 'ADVENTURE', 'HUMOR', and 'Mystery'. The background shows a crescent moon and mountains.



Did You Know?

When searching for titles within the Book eFair, you can filter results by grade or price

All orders are due by November 14

ADVENTURE
HUMOR
Mystery

This banner features a night camp scene with a tent, a campfire, and a bear reading a book. On the left, there are three directional signs for 'ADVENTURE', 'HUMOR', and 'Mystery'. The background shows a crescent moon and mountains. A 'Filter' button and a filter panel are overlaid on the right side of the banner.



Our Goal is: 500 Total Books

Our Book eFair's success is because of you and your support. Here's how we're doing so far. Remember, each and every sale counts. Percentage met: 29% • Only 353 titles to go! • We have 9 days left

147

All orders are due by November 14

ADVENTURE
HUMOR
Mystery

This banner features a night camp scene with a tent, a campfire, and a bear reading a book. On the left, there are three directional signs for 'ADVENTURE', 'HUMOR', and 'Mystery'. The background shows a crescent moon and mountains. A progress bar is overlaid on the banner, showing 29% completion towards a goal of 500 books, with a current count of 147.



Hall of Fame - All Heroes

Thank you to our previous supporters as well. Look at the impact you've made!

- Stephanie W. ... \$203.83
- Sarah B. ... \$182.92
- Andrew P. ... \$93.62
- Barry O. ... \$192.71
- Anonymous ... \$108.72
- Hannah G. ... \$84.26
- Anonymous ... \$214.14
- Steven W. ... \$101.85
- Valerie R. ... \$94.02

All orders are due by November 14

ADVENTURE
HUMOR
Mystery

This banner features a night camp scene with a tent, a campfire, and a bear reading a book. On the left, there are three directional signs for 'ADVENTURE', 'HUMOR', and 'Mystery'. The background shows a crescent moon and mountains. A list of names and their contribution amounts is overlaid on the banner.

Concept 3: Slide Show Banners (Desktop)

Banner messages displayed with rotating panels

Look How We Did Before!

Your contributions truly make a huge difference. Look at how well the last 2 Book eFairs performed and the generosity of our school community!

• Spring 2020 ... **\$1,761.62** • Fall 2019 ... **\$2,014.51**

All orders are due by November 14

ADVENTURE
HUMOR
Mystery

This banner features a night scene with a tent, a campfire, and a bear reading a book. On the left, there are three directional signs: 'ADVENTURE' (red), 'HUMOR' (green), and 'Mystery' (orange). A white 'X' icon is in the top right corner.

Share Our Book eFair

Sharing our book eFair on Social Media, or even by word-of-mouth with friends, family, coworkers, and neighbors helps provide even more opportunities for our school.

All orders are due by November 14

ADVENTURE
HUMOR
Mystery

This banner features a night scene with a tent, a campfire, and a bear reading a book. In the center, there are four social media icons: Instagram, Facebook, Pinterest, and Twitter. On the left, there are three directional signs: 'ADVENTURE' (red), 'HUMOR' (green), and 'Mystery' (orange). A white 'X' icon is in the top right corner.

Recent Supporters

Thank you to our recent supporters. You all are truly making a difference.

- Margaret H. ... **\$163.84** ... *We're very proud of you, Nick! Keep up the reading!*
- Frances V. ... **\$63.81** ... *Glad to support the school, and the reading program*
- Anonymous ... **\$204.24** ... *Grateful for Mrs. Bradford (and GO EAGLES!!)*

All orders are due by November 14

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Mystery

This banner features a night scene with a tent, a campfire, and a bear reading a book. On the left, there are three directional signs: 'ADVENTURE' (red), 'HUMOR' (green), and 'Mystery' (orange). A white 'X' icon is in the top right corner.

a Note Just for You

Hello from the Library! When perusing books here, be sure to view each book's title details page. Recommended titles are included so you'll know your teacher's input on specified books. Plus, you'll know exactly which titles are a perfect fit. And, don't forget to follow our set goal - check back often and track our progress!

Lastly, be sure to share our fair with friends and family

All orders are due by November 14

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HUMOR
Mystery

This banner features a night scene with a tent, a campfire, and a bear reading a book. On the left, there are three directional signs: 'ADVENTURE' (red), 'HUMOR' (green), and 'Mystery' (orange). A white 'X' icon is in the top right corner.

Concept 3: Slide Show Banners (Desktop)

Banner messages displayed with rotating panels

Hit The Trails with Reading!

Thank you for supporting Lincoln Junior High School's Book eFair. Every purchase earns 20% in rewards - all to promote reading in our school

All orders are due by November 14

This banner features a cartoon bear, a hedgehog, a tent, a deer on a bicycle, and a bear in the background, set against a mountain landscape.

Did You Know?

When searching for titles within the Book eFair, you can filter results by grade or price

All orders are due by November 14

This banner includes a 'Filter' button and a filter menu showing 'Grade' (K, 4, 12) and 'Price' (\$1, \$15, \$30) options.

Our Goal is: 500 Total Books

Our Book eFair's success is because of you and your support. Here's how we're doing so far. Remember, each and every sale counts. Percentage met: 29% • Only 353 titles to go! • We have 9 days left

147

All orders are due by November 14

This banner features a progress bar showing 29% completion towards a goal of 500 books.

Hall of Fame - All Heroes

Thank you to our previous supporters as well. Look at the impact you've made!

- Stephanie W. ... \$203.83
- Sarah B. ... \$182.92
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- Anonymous ... \$214.14
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- Valerie R. ... \$94.02

All orders are due by November 14

This banner lists the names and total contributions of previous supporters.

Concept 3: Slide Show Banners (Desktop)

Banner messages displayed with rotating panels

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• Spring 2020 ... **\$1,761.62** • Fall 2019 ... **\$2,014.51**

All orders are due by November 14

This banner features a cartoon bear, a hedgehog, a deer on a bicycle, and a tent in a mountain landscape. The text is centered and uses a mix of bold and regular fonts.

Share Our Book eFair

Sharing our book eFair on Social Media, or even by word-of-mouth with friends, family, coworkers, and neighbors helps provide even more opportunities for our school.

Instagram, Facebook, Pinterest, Twitter icons

All orders are due by November 14

This banner features the same cartoon characters and landscape as the first banner. It includes social media icons for Instagram, Facebook, Pinterest, and Twitter.

Recent Supporters

Thank you to our recent supporters. You all are truly making a difference.

- Margaret H. ... **\$163.84** ... *We're very proud of you, Nick! Keep up the reading!*
- Frances V. ... **\$63.81** ... *Glad to support the school, and the reading program*
- Annonymous ... **\$204.24** ... *Grateful for Mrs. Bradford (and GO EAGLES!!)*

All orders are due by November 14

This banner features the same cartoon characters and landscape. It lists specific donor names and amounts with personalized thank-you messages.

a Note Just for You

Hello from the Library! When perusing books here, be sure to view each book's title details page. Recommended titles are included so you'll know your teacher's input on specified books. Plus, you'll know exactly which titles are a perfect fit. And, don't forget to follow our set goal - check back often and track our progress!

Lastly, be sure to share our fair with friends and family

All orders are due by November 14

This banner features the same cartoon characters and landscape. It provides a message from the library and encourages sharing the event.

Concept 3: Slide Show Banners (Mobile)

Banner messages displayed with rotating panels

