Your local independent bookstore
BYRD'S BOOKS
178 Greenwood Avenue, Bethel, Connecticut 06801
203 730 BYRD (2973)



Dear Educator, Administrator or PTO coordinator, October 2026

As your local independent bookstore, I am writing to let you know what Byrd's Books has to offer you. Classroom books, author event support and in-store Book Fairs are just some of the many things we can do to support literacy and love of reading in the school communities.

Classroom books:

Although a small store, we can order nearly anything in print. If you need books for the school, we can offer a competitive discount and deliver books to the school, if requested.

School author visits:

We have resources for educators, like The Author Village run by author Phil Bildner, and several other publisher sources. Many children's book authors make their living doing events and visits, and we are happy to provide the books, order forms, sorting by classroom and support the day of the visit (if requested). Please allow plenty of advance planning, since the order forms need to go home with students, returned, then the books often take 14-21 days to arrive once ordered.

In-store Book Fairs for PTA/PTO's and non-profits:

A fundraising alternative that promotes reading too! This is not designed to be a substitution for any other fundraiser, but an easy supplement to your roster of ways to raise money.

The way it works:

- We decide which day(s) your family members and friends would come to the store to shop "your" Book Fair days. Most typically there is either one evening, or a two or three-day period.
    - If one evening, you get the entire store sales during your evening counted toward your total. For instance, a percentage of all sales from 4-9pm on a

Thursday or Friday in October or November. This is the ideal way to invite extended community to support you!
    - If over multiple days, you would give out "tickets" to your population and those would be redeemed at the store and counted toward "your" sales.
    - You may bring refreshments - let's discuss what works best in a bookstore.
    - Most "Shop Nights" do not include children (they are most often the recipients), but let me know and we might be able to adjust the shopping hours.
- We meet with an educator (i.e., Library/Media specialist or Reading Specialist) to determine a list of books that you might like us to have ready for your student population.
- Each of your educators that want classroom books could fill out "Wish List" sheets that we provide for books they would like added to their classrooms. Family members and friends have the option of adding these to their purchases.
- Your families and friends shop the designated day(s) and any pre-paid order the day(s) of the Book Fair counts toward the total.
- Within two days with a check for 20% of the sales (pre-tax dollars) will be available for pick-up or will be mailed out to you.
- Please note- one meeting to organize the Book Fair with whomever is coordinating the event is required.

What could be easier? Please call the store to answer any questions you may have.
Thank you for your time and consideration,

Alice

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