



Parnassus Books



Roundabout Books



Books are Magic

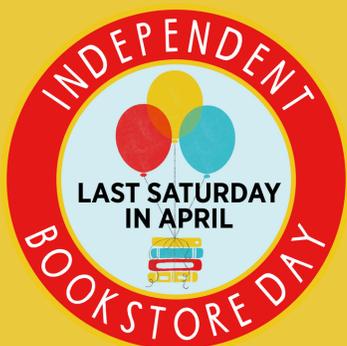


The Booktenders

2024

# INDEPENDENT BOOKSTORE DAY

## PLANNING GUIDE



Independent Bookstore Day is a celebration of the culture of books, reading, and indie bookselling. **In this guide, you'll find a road map for planning your Indie Bookstore Day, ideas and tips for how to celebrate, and strategies on getting the word out!** The goal is to plan so that every customer, no matter when they shop, feels like they are part of the celebration!

# TABLE OF CONTENTS

## Your Road Map to Indie Bookstore Day: A month-to-month planning guide

- January
- February
- March
- April
- May

## How to Throw An Indie Bookstore Day Party

- Party/Event Ideas
- Partnerships and Crawls
- Displays

## How to Spread the Word: Marketing your Indie Bookstore Day event

- Social Media
- Content Creators
- Press Release and Local Media
- Marketing Assets
- Branded Exclusives

2  
3  
3  
4  
5  
6  
7  
8  
11  
12  
13  
14  
16  
17  
17  
17



Octavia Books



Books on the Square



# YOUR ROAD MAP TO INDEPENDENT BOOKSTORE DAY:

*A month-to-month planning guide*



## Sign up to Participate *(if you haven't already)*

To only be included on the searchable map without any purchases, sign-ups are open through March 31, 2024. By completing the [General Participation Form](#), your store is signing up to participate in Independent Bookstore Day. Booksellers must be a logged-in ABA member to access the form. If you have already ordered exclusives, you do not need to complete this form.

## Now

Looking to collaborate with other bookstores in your area on a passport, bookstore crawl, or something else? Start now!

Here are some crawls from last year (see [How to Throw An Indie Bookstore Day Party](#) for more information on planning a crawl)

- [Greater Sacramento Read the Region Book Crawl](#)
- [Lakeland Book Crawl](#)
- [Georgia Indie Bookshop Hop](#)
- [South Sound Book Crawl](#)
- [Twin Cities Independent Bookstore Passport](#)

## January

### Begin party planning.

- Determine your displays, merchandising, food/drink, games, and events. [Check out the ideas shared from last year's events from participating bookstores!](#) We've also compiled a list in this guide to help.
- Line up authors, illustrators, and other guests (local artists, community organizations, etc.). The possibilities are endless!

### Work with Bonfire on a free custom design.

- Want to offer custom designed Independent Bookstore Day T-shirts? ABA members can claim a free custom design (one-time only) from [Bonfire](#), a free online platform where you can design, sell, fundraise with, and order custom products to build your bookseller brand. Email Taylor Soignoli at [taylor.soignoli@bonfire.com](mailto:taylor.soignoli@bonfire.com) to get started with your design and have your shirts ready to order before Independent Bookstore Day! Stores can choose to incorporate the Indie Bookstore Day logos if they wish.
- If wanting the general design, purchase the [Indie Bookstore Day 2024 shirt directly from our Bonfire page](#).

## February

**Line up authors, illustrators, and other guests** *(local artists, community organizations, etc.)*.

**Put the finishing touches on your event plans.**

*February continued on next page*



## **Be on the lookout for an invoice if you ordered Blackwing Pencils.**

- Stores who have ordered from Blackwing will be hearing from them either in January or in February. Each store will receive a phone call and email from a member of the sales team: Abigail, Nick, Dee, or Annmarie. They will be confirming the order and shipping address along with notifying stores on what to expect (i.e., invoice, shipping, timeline). Blackwing orders must be paid prior to shipping.

## **Keep your staff informed and on board.**

## **Create and finalize your marketing plan.**

Check out this article: [\*\*\*Your Guide to Planning Marketing Campaigns.\*\*\*](#)

**Start teasing Indie Bookstore Day in newsletters, online, and/or on social media.** (See [\*\*\*How to Spread the Word\*\*\*](#) for social media ideas and tips.)

Attend the [\*\*\*Indie Bookstore Day Lightning Talk on Thursday, February 22!\*\*\*](#)

# March

## **Start marketing Indie Bookstore Day.**

- If you ordered the free Indie Bookstore Day bookmarks, they will arrive in your March Box Mailing.
- Mention the day and any details in your newsletter and on social media. Make your announcement using these [\*\*\*digital assets and exclusive item images\*\*\*](#) on BookWeb.org.
- List special events in your events calendar.
- Post images/graphics of exclusive items and other teasers on social media.

## **Submit your plans to ABA.**

- We will compile a list of plans for a BookWeb article and link to your events on the IndieBound Indie Bookstore Day map, including bookstore crawls and passport programs.

## **Add Exclusives to your IndieCommerce or IndieLite sites.**

- Join a member of the IndieCommerce team for a live, online, instructional webinar. They will cover how to manage the exclusive product listings and other content for the event, displaying on-hand quantities, adjusting the on-sale date and time for products, managing orders through your IC/IL site, and other resources available.
- A Help Document will be made available for adding Exclusives as well.

## **Send a Press Release to your local media.**

- [\*\*\*Download the template\*\*\*](#), enter your specific bookstore information (we provided examples!), and you're ready to send it off.
- Arrange for media sponsorship — radio, newspapers, websites — in your area if possible.

*March continued on next page*



## Keep an eye out for your Ingram Order on ipage.

- Exclusives will start shipping in early April. When you receive your order, the label and invoice will have a PO Number with your Ingram Account (ie. Ingram Acct#\_IBD2024). You can track your order by locating the “Find My Order” button at the top of ipage in your Ingram account and enter your Purchase Order Number or EAN/Product Code. For step-by-step instructions on tracking your order, locate “Ingram’s ipage Enhancements” feature in the Bulletin Board on your account dashboard. **Stores whose accounts are not in good standing with Ingram will not have their order completed or shipped.**

## April

### Post unboxing videos and pictures of your displays.

- Use the hashtag #IndieBookstoreDay, so we can reshare on our social media platforms.
- **Exclusive items may not be ordered, pre-ordered, or added to a cart until April 27.**

### Sell this year’s Tote Bag before Saturday, April 27.

- The Indie Bookstore Day tote bags and the T-shirts are **the only exclusives** that can be sold ahead of time.

### Join in on Spirit Week!

- Starting Monday, April 22, join fellow booksellers for **Independent Bookstore Day Spirit Week!** Feel free to share the digital assets, use the hashtag #BookstoreSpiritWeek, and take part in the daily themes leading up to Indie Bookstore Day on April 27. Here are the Spirit Week holidays:
  - **Monday, April 22:** Silly Sock Day
  - **Tuesday, April 23:** Plaid Tuesday
  - **Wednesday, April 24:** On Wednesdays We Wear Bookstore Shirts
  - **Thursday, April 25:** Book Character Dress-Up Day
  - **Friday, April 26:** YOUR Store’s Spirit Day

### Is your store being mentioned in local news outlets?

- Email the story to [ibd@bookweb.org](mailto:ibd@bookweb.org) to be added to the **IndieBound Indie Bookstore Day Media Webpage**. There’s still time to send an Indie Bookstore Day Press Release to your local media! **Download the template**, enter your specific bookstore’s information (we provided examples!), and you’re ready to send it off.

### Contact your Ingram rep to add any items from the 2023 and 2024 Exclusives Overstock Inventory to an order.

- The list will be made available in an Indie Bookstore Day newsletter.

### Look for promotion details from our partners at Libro.fm and Bookshop.org.



# Indie Bookstore Day

Enjoy the party!

Tag [@AmericanBooksellers](#) and [@IndieBound](#) on Saturday using [#IndieBookstoreDay](#)

- We'll share on our channels.
- We encourage you to share other stores' celebrations as well. It's a national party after all!

**Thank your customers for supporting your store on Independent Bookstore Day!**

**Keep the party going if there are exclusives remaining!**

## May

### Complete the Sell-Thru Survey

- Stores that ordered exclusives will receive a separate email with the subject line, **“Submit your Indie Bookstore Day Sell-Thru Data!”**, with instructions to submit their sell-thru data. This information will help us work with publishers as we determine next year's exclusives.

### Have extra exclusives or want to make a trade with another store?

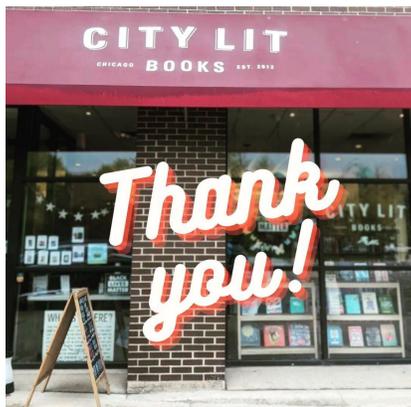
- We started an [Indie Bookstore Day 2024 Trading Post spreadsheet](#) for stores to list what they have available to trade and what they are looking for. Feel free to connect with stores you would like to trade with or purchase their exclusives listed.

### Check out any Overages from Ingram

- Many items from this year's list of exclusives have an overage, available first come, first served. Note that some of these items also have limited inventory.

### Have ideas for next year's Independent Bookstore Day?

- Each year, we have openings in the Indie Bookstore Day Advisory Committee! The Advisory Committee provides feedback on ideas for items proposed by publishers as well as promotional aspects of Indie Bookstore Day from May through next April. It is made up of one or two booksellers from each of the regional associations. Our first meeting will be mid-May! You must be a member of a regional association to participate.




**City Lit Books is at City Lit Books.** ...  
 Apr 29, 2023 · Chicago, IL · 🌐

Thank you to everyone who came through today! Despite the typical April weather, we had the BEST day ever and appreciate all of your support. Such fun to see all the indie bookstore love! ❤️ And a special shout out to the group who traveled by limo! 🤪 Y'all know how to have a good time and made our day! 🥰📖

[#indiebookstore](#) [#indiebookstoreday](#) [#chilovebooks](#)  
[#logansquare](#) [#citylitbooks](#) [#bibliophile](#) [#shoplocal](#)  
[#shopindie](#) [#bookstagram](#) [#bookstore](#)



# HOW TO THROW AN INDIE BOOKSTORE DAY PARTY

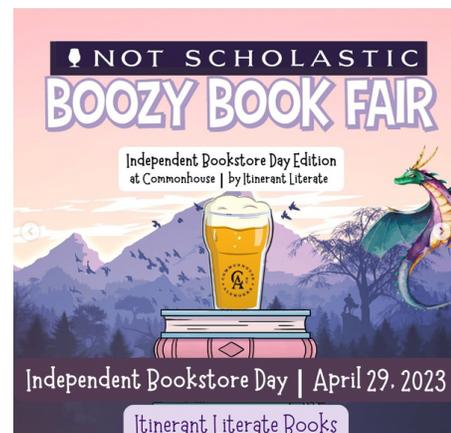


We've included event ideas from booksellers to help you brainstorm, but none of these are requirements! Work with what makes sense for your community and is feasible for your store. **Check out the ideas shared from last year's events from participating bookstores!**

## Party/Event Ideas

### Giveaways

- Whether freebies ordered from the catalog or ARCs in a branded tote bag or other store items, use these as prizes and awards for contests and games.
- Have a mystery wheel at checkout with the freebies as prizes.



### Entertainment

- Hire balloon-animal makers, caricature artists, or a tarot reader (the **Future Is Indie Oracle Deck** might be a fun tarot reading!)
  - **Vroman's Bookstore printed the cards and did a reading.**
  - **RJ Julia selected a card and recommended a book related to that card!**
- Have storytimes throughout the day or host a Drag Story Hour
- The last few years, **Bookshop West Portal** has brought in llamas!
- April is also National Poetry Month. Think about dueling poets, spoken word performances, poetry theater, blackout poetry stations, or one-minute custom poems.
- **Itinerant Literate Books hosted a Not-Scholastic Boozy Book Fair** at their local brewery!
- **Literally, A Bookshop popped up at a Farmer's Market.**



## Play

- TBR Bingo
  - Help customers choose their next read with **these bingo board prompts** (thanks to designer @bookographic!)
- Group Audiobook walk/run to promote purchasing books on Libro.fm
  - **The Book and Cover** made this a whole event to kick off the morning of Independent Bookstore Day.
- Set up a photo booth with branded backdrop and/or props
  - Everyone needs a new Instagram Profile Pic, right?
- Have the young readers solve a mystery throughout the store with a scavenger hunt.
- Have puzzles in your inventory? Have a puzzle competition!
- **Fables Books had a Story Time & Stuffie Sleepover.**
  - Kiddos were invited to come in their jammies for storytime, then leave their stuffies at the store. They posted photos of the stuffies playing and reading around the store without their humans. Then the next day, families came in to pick up their stuffies and enjoy the Saturday Festivities.



Fables Books

Independent Bookstore Day 2023

# TBR Bingo

Explore the bookstore and find a new-to-you book...

with three or more faces on the cover	with a favorite flower on the cover	with 25+ chapters	with an index
that is part of a series	with an author photo with a pet	that you think the book club should read	by a local author
by an author you love	with the same vibes as your favorite emoji	that takes place during your favorite season	with a cover you don't like but the description sounds good
published before you were born	with more than 600 pages	by an author with the same first or last name as your fave teacher	published in the last month

@bookographic | #IndieBookstoreDay



The Book and Cover



## Eat

- Create themed free food and drink hours (like an F. Scott Fitzgerald cocktail hour or a kids' English tea).
- Partner with a local beer, spirit, or wine maker to host a tasting.
- **Book Tavern** partnered with their local Ice Pops business!
- **The Booktenders** worked with a cookie company!

## Authors & Local Celebrities

- Think quirky author events! Invite authors to read and sign, but also invite authors to host trivia and be a bookseller for a day!
- **Swamp Fox Bookstore** held an indie author fair.



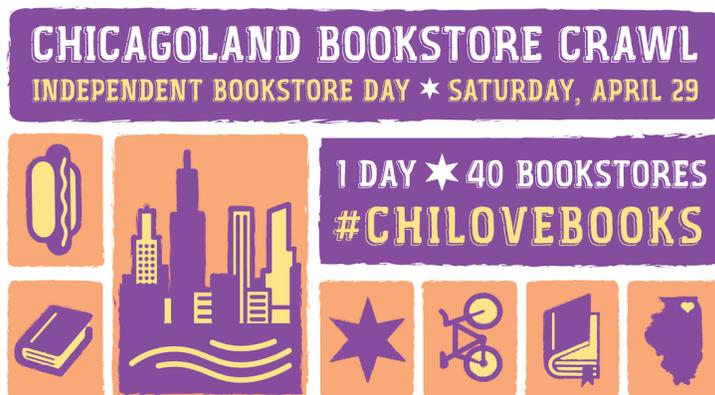
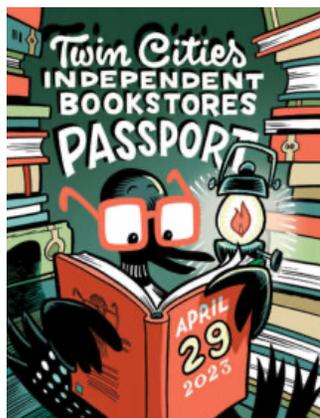


# Partnerships & Crawls

## Bookstore Crawls and Passport Programs

(See this [article from BookRiot](#) that highlights crawls held in 2023.)

- Reach out to local bookstores to see who is interested.
- Determine deadlines to move forward on graphics and maps. How often will you meet? What are the next steps after each meeting?
- Determine the budget and how much each store is contributing (ie. printing fees, prizes, ad placement, etc.)
- Prizes could include two \$25 gift cards and one book of each store's choice.
- Develop crawl/passport name and logo.
- What printed items do you need? Bookmarks, maps, flyers, t-shirts, tote bags? In-house printing or sending off to a printer?
- Is there a separate crawl social media account or website? Who is creating and managing it before, during, and after the crawl?
- After, have a recap meeting and decide on when planning for next year begins!



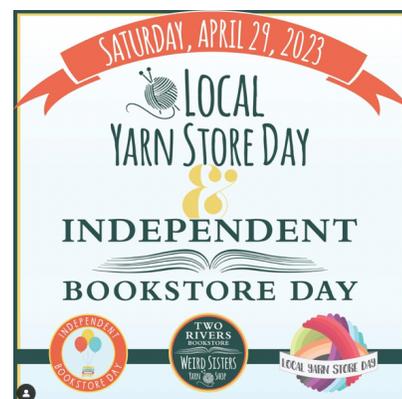
## Silent Book Club

What better way to read the new books picked up on Independent Bookstore Day than participating in a local **Silent Book Club chapter**! Silent Book Club is a global community of readers and introverts reading in companionable silence at a local bar, bookstore, or online. Connect with chapters nearest to your store. Host the next meetup at the store, where readers can purchase books and then meet in the store or nearby to read for an hour!

## Local Businesses Passport Program

Involve other local/small businesses for a weekend of shopping within the community. Think coffee shops, cafes, stationary stores, home goods, etc. #ShopLocal

**Two Rivers Bookstore** partnered with Weird Sisters Yarn Shop for Local Yarn Store Day!





## Displaying Your Exclusives & Special Sections

Having a dedicated area for all the exclusives is ideal, potentially right at the entrance of the store, by the cash register, or in a prime spot on the mobile. Consider adding balloons or signage that stands out from other sections of the store.

If setting up as a pop-up or mobile, post sneak peaks on social media leading up to the event. Unboxing videos are also encouraged!

Examples:

- [Red Balloon Bookshop](#), St. Paul, MN
- [Bookworm of Edwards](#), Edwards, CO
- [Foxing Bookstore](#), Louisville, KY
- [Ruby's Books](#), Folsom, CA





# HOW TO SPREAD THE WORD:

*Marketing your Indie Bookstore Day event*



## Social Media

Use **#IndependentBookstoreDay** and **#IndieBookstoreDay** in your posts about Independent Bookstore Day.

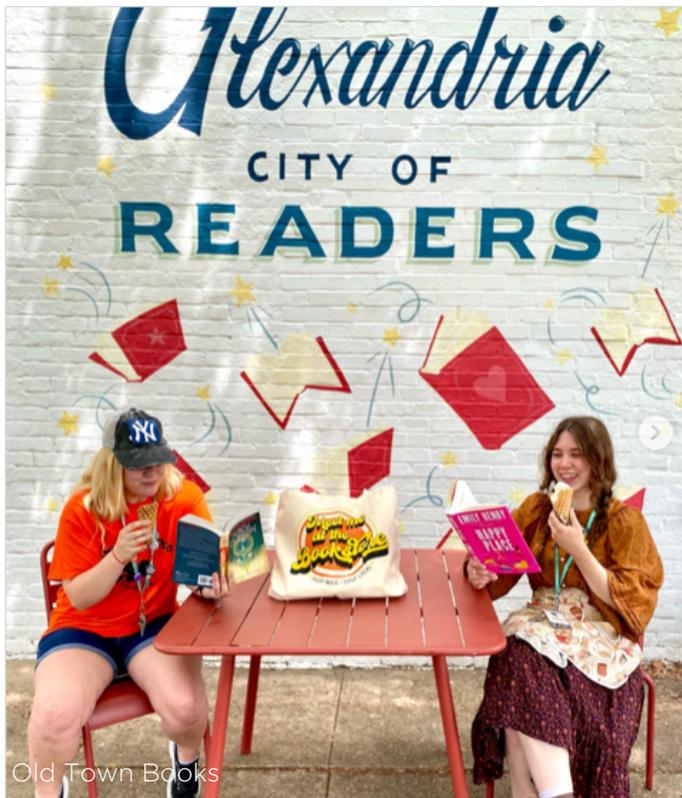
Tag **@IndieBound** on Facebook and **@AmericanBooksellers** on Instagram

### Create teaser posts to promote your store's event

- Promote any of the unique day-of events, guest authors, speakers, games, etc. through a series of teaser posts on social media. Make sure to include photos (or videos!):

### Post videos, graphics, and photos

- Give customers an idea of what they can expect at Independent Bookstore Day at your store by posting photos on social media accounts of:
  - Your store
  - Independent Bookstore Day items you're carrying
  - Authors who will be at Independent Bookstore Day
  - Other fun or exciting aspects of your store that make it unique (do you have a bookstore cat? A great front window display? Regular customers to feature?)
- Even the simplest BookTok and Instagram videos can drive sales and remind followers to visit your store. Even if you don't share videos on social media, in-store displays featuring books posted by others on BookTok and Instagram drive sales too.



Old Town Books



Books and Mortar



# Social Media Examples

## Simple Display/Showing Off Exclusives

- [Postmark Books, Rosendale, NY](#)
- [Bel Canto Books, Long Beach, CA](#)
- [Mrs. Dalloway's Literary & Garden Arts, Berkeley, CA](#)

## Promotions and Programming

- [Mac's Backs, Cleveland, OH](#)
- [Old Town Books, Alexandria, VA](#)
- [Books and Mortar, Grand Rapids, MI](#)
- [Poppy Books & Gifts, Spanish Fork, UT](#)
- [This House of Books, Billings, MT](#)
- [Read Between The Lynes, Woodstock, IL](#)
- [Whitelam Books, Reading, MA](#)

## Behind-the-scenes Prep

- [Roundabout Books, Bend, OR](#)
- [Heartleaf Books, Providence, RI](#)
- [Four Pines Bookstore, Bemidji, MN](#)
- [Two Friends Books, Bentonville, AR](#)

## Bookstore Crawl

- [Elleinad Books, Lincoln, NE](#)

## Day of Promotion

- [Browseabout Books, Rehoboth Beach, DE](#)



**roundaboutbooks** 36w

Terrific Tote Bag Stuffing Party tonight with Millie supervising us!

Arrive early on Saturday for our favorite day of the year, Independent Bookstore Day! First 50 customers get a \$10 tote bag filled with free books and gifts. Total minimum purchase required is \$50 (including the \$10 tote). Then, head over for the event with Leila Philip, author of "Beaverland." Visit [roundaboutbookshop.com](http://roundaboutbookshop.com) for info!



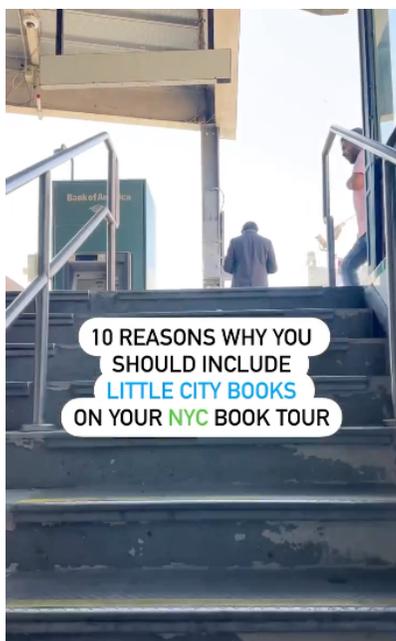
# Local Content Creators

We work with a small group of content creators around the country to promote Indie Bookstore Day. Are there any local content creators that frequent your store who could help promote the event to their followers?

Here are examples of creators we've worked with!

- [10 REASONS WHY YOU SHOULD INCLUDE LITTLE CITY BOOKS ON YOUR NYC BOOK TOUR](#)
- [24/7 I'm Thinking About Indie Bookstores](#)
- [Tour My Local Indie Bookstore](#)
- [Grab a mug. It's almost time to fuel up for Independent Bookstore Day!](#)
- [SAVE THE DATE](#)
- [How to Support Your Local Indie](#)

As with many content creators, it takes time, energy, and creativity to produce content. Consider what kind of compensation, discount, books, or gift cards you are able to offer.



**bernie.lombardi** 38w  
• 10 REASONS WHY YOU SHOULD INCLUDE LITTLE CITY BOOKS ON YOUR NYC BOOK TOUR •

hey, friends! this saturday (april 29) is independent bookstore day in the usa, and i've partnered with [@americanbooksellers](#) to hype it up!

today, i want to highlight my favorite local indie LITTLE CITY BOOKS in hoboken, nj, which first opened 8 years ago ON INDEPENDENT BOOKSTORE DAY (may 2, 2015). [@littlecitbooks](#)

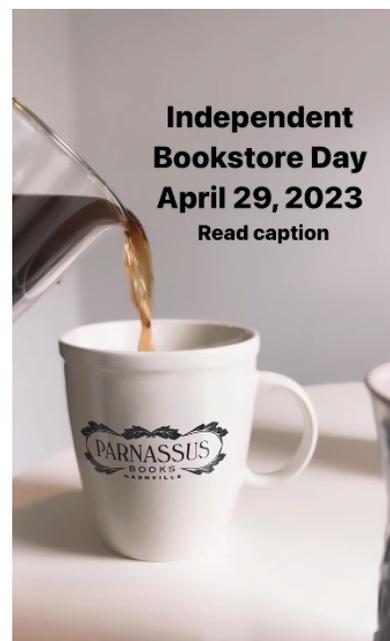


**novelvoyages** April 29th is Independent Bookstore Day, and I'm partnering with [@americanbooksellers](#) to tell you more about ways that you can support your local indie bookstores! Bookstores all across the US will be celebrating by holding special events. There's a link in my bio where you can learn more about Independent Bookstore Day and find your local participating bookstores.

One goal I've set for myself this year is to be more conscientious about my book buying. I typically buy my books secondhand from used bookstores and library sales, and I'm lucky enough to occasionally get ARCs from publishers, but I've also decided to allow myself one new book purchase per month as long as I buy that book from a local bookstore. I find that it makes me more intentional about my purchases, and I also feel that my money is spent more meaningfully.

What are some ways you like to support your local indie bookstores?

[#independentbookstoreday](#)



**shawntaye1** 38w  
Grab a mug. It's almost time to fuel up for Independent Bookstore Day! What do you like to buy at bookstores besides books? T-shirts, tote bags, or mugs?

These are the mugs I own with bookstore names on them. (Well, I realized after making this reel that Protagonist Cafe is primarily a coffee shop, but whatever.)

Mugs included:

- [@novelneighbor](#)
- [@protagonistcafe](#)
- [@pageonebooks](#)
- [@duckscottage](#)
- [@josephbethlex](#)
- [@parnassusbooks](#)



## Press Release and Local Media

Send an Indie Bookstore Day Press Release to your local media!

- [Download the template](#), enter your specific bookstore information (we provided examples!), and you're ready to send it off.

## Marketing Assets

The exclusive product graphics are available as [digital assets on BookWeb.org](#).

- Feel free to use these in your marketing if you are carrying exclusives.

Incorporate the Indie Bookstore Day [logo, posters, and additional assets](#)

- Use in your marketing efforts such as social media posts, newsletters, flyers, and store signage.

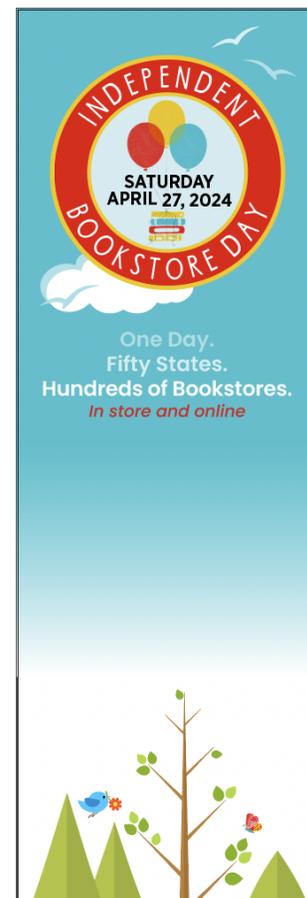
## Branded Exclusives

Sell this year's Tote Bag *before Saturday, April 27*.

- The Indie Bookstore Day tote bags and the [T-shirts are the only exclusives that can be sold ahead of time](#).

If you ordered the free Indie Bookstore Day bookmarks, they will arrive in your March Box Mailing.

- If you have a store stamp, there is space on the bookmark to add your store info. Distribute these at checkout and/or in shipped items if possible.



# CONTACT INFORMATION

For all general questions about Independent Bookstore Day, contact Courtney Wallace, Independent Bookstore Day Program Director, at [ibd@bookweb.org](mailto:ibd@bookweb.org).

For billing and shipping questions, please contact your Ingram rep.



