



# Instructions and Checklist for JOIN THE BEAR HUNT Host Bookshops

All **JOIN THE BEAR HUNT** resources can be found at [www.indiebookshopweek.com](http://www.indiebookshopweek.com).

## MAY

- JOIN THE BEAR HUNT
- Download, customize and distribute the pitch letter to local businesses. Start putting the word out about JOIN THE BEAR HUNT to your independent business association as well as to related establishments such as your local library and chamber of commerce. (Remember to keep a close count as you can accept only nine other establishments, your shop being the tenth.)
- Visit [www.indiebookshopweek.com](http://www.indiebookshopweek.com) to access the numerous materials to help you host your JOIN THE BEAR HUNT event.

## JUNE

- Confirm your list of nine other JOIN THE BEAR HUNT businesses.
- Your JOIN THE BEAR HUNT pack arrives! Look through your pack and familiarize yourself with its contents: 50 posters, 50 sticker sheets, 50 "I've Been on a Bear Hunt" certificates, 50 adorable bear ears, 1 big book edition of *We're Going on a Bear Hunt*, 1 sheet of storytelling tips, 1 large standee, 10 mini bear standees, 100 "I've Been on a Bear Hunt" cards, 1 grand prize bundle – *We're Going on a Bear Hunt* backpack, plus assorted reproducibles and instruction sheets.
- Begin your social media campaign and encourage the other participating businesses to do the same. The official hashtags are #BearHunt #IndieBookshopWeek
- Hold a staff meeting and give a JOIN THE BEAR HUNT overview so your team know what to expect.
- Download, customize and reproduce the instruction sheet for participating businesses.
- Distribute packs to the nine other businesses. Packs should contain: 1 instruction sheet, 1 mini bear standee, 5 sheets of "I've Been on a Bear Hunt" cards (50 cards in total – there are 10 on each sheet) and 15 JOIN THE BEAR HUNT search lists.
  - Suggest the opportunity to donate a prize for the grand prize draw and that donors will be on display in your bookshop and on your website. Prizes need not be huge, just child-friendly!
  - Place the event poster in your shop window.
- Set up your required *We're Going on a Bear Hunt* in-store or window display.
- Appoint one or two members of staff to handle questions and make any needed judgement calls. Though the event is very straightforward, questions will inevitably arise.
- Plan your Saturday 22 June party and grand prize draw.
  - You may like to invite local media to the party and one or more locally prominent figures in your town to help with the grand prize draw.
  - Plan in-store party activities. Download *We're Going on a Bear Hunt* activity sheets at [www.indiebookshopweek.com](http://www.indiebookshopweek.com).
  - For more fun activities, games and to watch a video of Michael Rosen performing *We're Going on a Bear Hunt*, visit [jointhebearhunt.com](http://jointhebearhunt.com).

## 15 JUNE

- Be ready for action! Hide your mini bear standee somewhere in your shop ready for bear hunters to find!

- ❑ Have the posters, stickers, bear ears and certificates ready for prizes. In addition have a stack of index cards ready for finders to write down their name and phone number (and perhaps their parent's email address as well). These cards will be used for the grand prize draw on 22 July.
- ❑ Using our special *We're Going on a Bear Hunt* big book edition, read the story, inviting the children to come along on the journey with you. Encourage the children to call out the refrains *Oh no!* and *Uh-uh!* Ask them to join in the actions with their hands and feet – wading, swimming, squelching through mud, stumbling, shivering, tiptoeing and to make the noises as they go along. You may like read our storytelling top tips enclosed in your event pack.
- ❑ Sort out the “*I've Been on a Bear Hunt*” cards as they are returned so you can give them back to the businesses if their supply of cards run low.

## 22 JUNE

### ❑ PARTY TIME!

- Hold your grand prize draw. Keep close track of the winning index cards and their associated prizes.
- Notify and congratulate the winners. Ask for permission to use their names and photos.
- Publicize the winners with a press release, on your website and through Facebook and Twitter.

## END OF JUNE

- ❑ Thank everyone involved. You might even want to thank the participating businesses with a gift card for your shop, since their staff may be unfamiliar with what you have to offer and what fun is to be had!

### IF YOU HAVE ANY QUESTIONS, PLEASE DON'T HESITATE TO CONTACT:

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We can't wait to hear about how you are celebrating Independent Bookshop Week with *We're Going on a Bear Hunt*. Keep us updated by sharing any news and photos via Twitter [@WalkerBooksUK](https://twitter.com/WalkerBooksUK) [#bearhunt](https://twitter.com/bearhunt) [@booksaremybag](https://twitter.com/booksaremybag) [#IndieBookshopWeek](https://twitter.com/IndieBookshopWeek)

**Thank you for joining the Bear Hunt. We hope your event is a great success!**



[jointhebearhunt.com](http://jointhebearhunt.com)

Illustration © 1989 Helen Oxenbury from *We're Going on a Bear Hunt* by Michael Rosen



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