



# Instructions & Monthly Checklist for **FIND WALDO LOCAL 2018** Host Bookstores

All Find Waldo Local resources can be found at  
<https://www.indiebound.org/findwaldotoolbox>

CANDLEWICK PRESS 99 DOVER STREET SOMERVILLE, MA, 02144

PHONE: (617) 661-3330/FAX: (617) 661-0565 WWW.INDIEBOUND.ORG/FINDWALDOTOOLBOX  
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## MARCH/ APRIL

- Log on to <https://www.indiebound.org/findwaldotoolbox> to access the numerous support materials to help you host your Find Waldo Local event. Familiarize yourself with all that's posted to this site.
- Hold a staff meeting and give a Find Waldo Local overview so your employees know all about what will be happening in your town in July.
- Download, customize, and distribute the pitch letter to local merchants. Start putting out the word about Find Waldo Local to your independent business association and to area merchants, as well as to related establishments such as your public library, credit union, and chamber of commerce.
  - Process sign-ups. Remember to keep a close count as you can accept only twenty-four establishments, your store being the twenty-fifth. As a rule, it doesn't take long for businesses to see the "Shop Local" value of Find Waldo Local.

## APRIL/MAY

- Confirm your list of twenty-four Find Waldo Local businesses.
- Your Find Waldo Local kit arrives! Look through your kit and familiarize yourself with its contents: Instructions and Checklist sheet, 125 prize buttons, 8 prize books, 25 window clings, 25 mini Waldo standees, a punch-out cardstock sheet\* of Waldo's key, Woof's bone, Wenda's camera, Wizard Whitebeard's scroll, and Odlaw's binoculars, a 28"x13" poster, and a printed 11"x17" photo frame.

*\*We're including a cardstock sheet of 'Lost Items' in this year's kit to add a new challenge to the search. Please hide the items somewhere in your store in locations separate from Waldo.*

- Download, customize, and reproduce the "Find Waldo in <insert name of town/city>!" passport.
  - Customize the passport with names of other participating businesses. Reproduce your customized passports on 8 ½ x 11 sheets of paper\*, double-sided and folded in half. We suggest making 400 back-to-back copies to start. We also recommend reproducing the passports on brightly colored sheets of paper (all of the same color) to make them easy to spot. Waldo hunters not only find Waldo; they also find one another!

*\*If you happen to have more than twenty-five participating businesses, please e-mail [findwaldolocal@candlewick.com](mailto:findwaldolocal@candlewick.com) for a larger passport on legal size paper, 8 ½" x 14".*

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## APRIL/MAY (cont.)

- Download and customize the sample press release and send to media outlets.
- Log onto the ABC Listserv for a discussion of best practices for running a successful FWL event from previous years' hosts.
- Begin your social media campaign by posting announcements to your store's website to alert customers to the upcoming fun. Download sample social media messages and start posting content to your store's Facebook, Twitter, tumblr, Instagram, and Pinterest accounts. Encourage the other participating businesses to do the same. Note: Candlewick's official Twitter hashtag is #WheresWaldo.
- Check out the ABA interactive map of FWL '18 cities across the country at: <https://www.indiebound.org/waldo2018>.
- Use the promotional identifier image found at <https://www.indiebound.org/findwaldotoolbox> in your digital outreach—please follow the guidelines below.

This Find Waldo Local low-resolution promotional identifier is for online use only. The image must be used in its entirety. No cropping or changes to the image are permitted. If you require a high-resolution image for promotional printing purposes or printed publicity, please send an e-mail to [permissions@candlewick.com](mailto:permissions@candlewick.com) that includes your name, the name and location of your store, and a brief description of how you wish to use the image, including the anticipated number of promotional pieces you plan to print and a description of how they will be distributed. If a local media outlet would like to use the image, please have them send an e-mail to [permissions@candlewick.com](mailto:permissions@candlewick.com) that includes contact information, a brief description, and the anticipated run date. **Please note that no permission will be granted for use of Waldo imagery on items that will be sold, any type of food item, or other merchandise of any kind (such as T-shirts). This also applies to any items being created for promotional use or giveaways.** Additionally, the promotional identifier must be used as is and no permission will be granted for use where any Waldo image is manipulated in any way.

## JUNE

- Download, customize, and reproduce the instruction sheet for participating businesses.
- Distribute packets to the twenty-four other participating businesses. Packets should contain: 1 instruction sheet, 1 window cling, 1 mini Waldo standee, and 15 Find Waldo in <insert name of your town>! passports.
- Mention the opportunity to donate a prize(s) for the final drawing and that prizes and donors will be on display in your bookstore and on your website. Prizes need not be huge, just kid-friendly.
- Set up your required Waldo in-store or window display. Don't forget to use the 28"x13" poster in your display!

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## JUNE (cont.)

- Download, customize, and reproduce \$1 Off coupons with the name and address of your bookstore. Please note that there is a limit of one coupon per Where's Waldo? book purchased. Candlewick will provide Find Waldo Local 2018 retail returnable host bookstores that have in good credit standing with Penguin Random House a \$100 all-inclusive co-op allowance to be considered as reimbursement for any expenses incurred during their Find Waldo Local 2018 promotions, including \$1 coupon reimbursement. View the FWL \$100 Co-op Allowance policy at <https://www.indiebound.org/findwaldotoolbox>.
- Download, customize, and reproduce the mini poster and the bag stuffer/flyer.
  - Place the poster in your store window along with a window cling. (Note: The window cling must have the printed side facing toward the glass in order to stick.)
  - Start distributing flyers as bag stuffers and to day camps, your town's recreation department and other venues.
- Recruit one or more locally prominent figures in your city or town to help with the prize drawing at the end of July/early August. Think big—a bookstore in New Mexico had Miss New Mexico give out the prizes at their Waldo party!
- Appoint one or two staff members to handle questions and make any needed judgment calls. Though the event is very straightforward, questions will inevitably arise.

## JUNE/JULY

- Ask a willing staff member to dress as Waldo or Wenda to promote your event. Refer to posted "**Appearance Guidelines**" before heading out the door. Remember:
  - Waldo does not speak and he cannot hand out materials.
- Plan your prize drawing and Waldo party.
  - Reconfirm with your prominent local figures that they'll be attending the party and will help draw winners.
  - Invite local reporters to the party.

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## JUNE/JULY (cont.)

- Plan in-store party activities. Some ideas are: a Waldo trivia game, a Waldo and Wenda look-alike contest, and a Waldo flash mob. If possible, collaborate with other participating businesses for refreshments, special entertainment, and other party enhancements. Please refer to the “**Tips for a Successful Find Waldo Local Party**” sheet for more suggestions.

## JULY

- On July 1, be ready for action! Kids will be out of school, they'll have free time, and they'll be eager to undertake the hunt. If all the Waldo sites are within walking distance, it won't take long for them to make their quota and be looking for recognition.
  - Hide Waldo and the 'Lost Items' in your store.
  - Present each Waldo seeker who has collected a minimum of ten store stamps/signatures on their passport with an "I Found Waldo" button and a \$1 Off coupon. Those Waldo seekers with a minimum of twenty store stamps/signatures are eligible for the grand prize drawing. Either collect their completed passports (which have their names and parents' contact info on them) or have a stack of index cards ready to write down their names, phone numbers, and parents' e-mail addresses. Make sure the information is legible on the passports or index cards since they will be used for the drawing on July 31. Make sure each finder gets a flyer with the prize drawing/party date on it.
- If you have a staffer willing to act as Waldo or Wenda, send him or her out once a day for the first few days to visit some of the participating businesses. This is guaranteed to attract attention. Please refer to the “**Appearance Guidelines**” here as well.
- Use your red-and-white striped photo frame to snap photos of Waldo seekers and post on social media! Always ask for parental permission.
- Throughout the month, don't forget to reorder Waldo books to replenish your supply.
- We can't wait to hear about the excitement unfolding in your town—and neither can other booksellers and Waldo fans! Keep all of us updated by e-mailing us at [findwaldolocal@candlewick.com](mailto:findwaldolocal@candlewick.com) with news, photos, website snapshots, newspaper clippings, videos, and more. You can share via Twitter using #WheresWaldo. Make sure you receive permission from the photographer and anyone in the photos before sharing.
- Keep the publicity and social media flowing. Refer to the Social Media suggestions provided in the FWL digital toolbox.

**There are hundreds of ways to extend the fun.  
Do what works best for you!**

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## JULY 31<sup>st</sup>

### ☐ Party time!

- Hold your prize drawing to draw the winners' names. Keep close track of the winning names and their associated prizes. Grand prize is *Where's Waldo? The WOW Collection* and smaller prizes are the *Where's Waldo* sticker books, the *Where's Waldo? Magnificent Mini Book Box*, *Where's Waldo? The Coloring Book*, *Where's Waldo? The Treasure Hunt Activity Book*, and *Where's Waldo? The Search for Lost Things*. Notify and congratulate the winners. Ask for permission to use their names.
- Publicize the winners with a press release, on your store website, and through social media.
- Create an activity station for kids with the reproducible activity sheets in your Find Waldo Local Toolbox. Refer to the "**Tips for a Successful Find Waldo Local Party**" sheet for more party suggestions.

## AUGUST

- ☐ Thank everyone involved. You might even want to thank the participating businesses with \$5.00 gift certificates to your store, since their staff may be unfamiliar with what you have to offer and what fun is to be had at your bookstore.
- ☐ Stand by for your automatic \$100 co-op reimbursement (available to retail returnable accounts in good credit standing with Penguin Random House). Candlewick will issue an all-inclusive \$100 co-op credit to your account as reimbursement for expenses incurred during your Find Waldo Local 2018 promotion. These expenses may include, but are not limited to: xeroxing costs, newsletters, advertisements, printing costs, \$1 coupon reimbursement, and Find Waldo Local party supplies. The \$100 co-op allowance will be in the form of a credit through Penguin Random House. Candlewick Press will process these credits between August 1 and August 31, 2018. View the complete FWL \$100 Co-op Allowance policy at <https://www.indiebound.org/findwaldotoolbox>.

### **\$100 Co-op Allowance Conditions:**

Only returnable retailer accounts in good credit standing with PRH are eligible. Credits will not be issued if your store fails to meet all requirements of FWL. PLEASE DO NOT DEDUCT FROM YOUR STATEMENT. Candlewick will authorize \$100 co-op credit based on fulfillment of the event.

**IF YOU HAVE QUESTIONS, DON'T HESITATE TO CONTACT US AT  
[FINDWALDOLOCAL@CANDLEWICK.COM](mailto:FINDWALDOLOCAL@CANDLEWICK.COM).**

**THANK YOU FOR HOSTING.  
WE HOPE YOUR EVENT IS A GREAT SUCCESS!**

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