



Instructions & Monthly Checklist for FIND WALDO LOCAL 2026 Host Bookstores

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

Map of all participating stores available on
indiebound.org, June 2026!

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APRIL

- Check out the great FWL materials on <https://www.bookweb.org/findwaldotoolkit> — these will help you plan your event.
- Hold a staff meeting and give a Find Waldo Local overview.
- Line up other businesses to participate! Download, customize, and distribute the pitch letter to local stores and organizations. If you'll be asking for help in running the campaign, make that clear in the letter – most businesses are glad to contribute to help execute a successful campaign. The more funding you can line up early, the bigger your Waldo celebration can be! Be sure to give a deadline for registering and keep a close count on sign-ups as you can accept only twenty-four establishments (your store is the twenty-fifth).
- Download, customize, and reproduce the “Find Waldo in <insert name of town/city>!” stamp card.
 - Customize the stamp card with the names and logos of the other participating businesses. We suggest making 400 copies to start, and use a brightly colored paper to make them easy to spot. Waldo-hunters not only find Waldo but also one another!
 - You might want to consider also making your customized stamp card available online.
 - Note: There is a copyright line on the stamp card which allows copy stores to make copies.
- Note: The official Find Waldo Local hashtags are #WheresWaldo
- and #FindWaldoLocal.



May

- The Where's Waldo? prize books will ship to you from the Penguin Random House warehouse. The book shipment will include a flyer noting what they are, so there should not be any inventory confusion.
- Your Find Waldo Local kit arrives. You will receive a brochure, 125 FWL posters, 25 window clings, 25 mini Waldo standees, and a Wizard Whitebeard standee. All other materials are available in the online toolkit. Stores participating for the first time will also receive a 4' Waldo standee. If you need a replacement standee, please email photos of your current standee to findwaldolocal@candlewick.com.
- Ask a staff member to dress as Waldo to promote your event—they can go to local farmer's markets, sporting events, or other community activities. Have a companion with Waldo (maybe a bookseller!) who can hand out flyers. Remember: Waldo does not speak and he cannot hand out materials. Refer to the Appearance Guidelines before heading out the door.
- Recruit prominent figures in community to help spread the word and attend the celebration event at the end of July.
- Check in with participating businesses and remind them about the possibility of donating prizes for the celebration.
- If you are able, create a local map and note which businesses are participating. This could be on a white-board behind your cash register, on an easel in your store, or a handout for customers to take with them.
- Begin your social media campaign by posting to your store's social channels to alert customers to the upcoming fun, and don't forget to announce it on your website and in your email newsletter. Encourage the other participating businesses to do the same. The online tool kit will have sample posts and graphics prepared for use.
- Feel free to use the promotional identifier image found at bookweb.org/findwaldotoolkit in your digital outreach—please follow the guidelines on the final sheet of this document.



June

- Distribute materials to the twenty-four other participating businesses; they should receive the instruction sheet, 1 window cling, 1 mini Waldo standee, and stamp cards. Confirm what they can offer for funding and prizes; commit to listing prizes and donors' names on display your bookstore and on your website. Prizes need not be huge, just kid-friendly.
- Set up your required Waldo in-store or window display. Consider enlisting a local artist to help with the window display.
- Download, customize, and reproduce the flyer.
- Start distributing flyers as bag stuffers and bring to day camps, library branches, your town's recreation department and swimming pool, and other venues. Have Waldo and Wenda give flyers out at local farmer's markets, or attend a local Little League or sports game!
- Place the flyer in your store window or door along with the Find Waldo Local window cling. (Note: The window cling must have the printed side facing toward the glass in order to stick.),
- 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 2026 retail returnable host bookstores that are in good credit standing with Penguin Random House a \$120 all-inclusive co-op allowance to be considered as reimbursement for any expenses incurred during their Find Waldo Local 2026 promotions, including \$1 coupon reimbursement. View the FWL \$120 Co-op Allowance policy at www.bookweb.org/findwaldotoolkit.
- 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. Make a web page/FAQ on your site, with a list of participating businesses, the date & time of your party, and other useful information.
- Plan in-store party activities. Some ideas are timed Waldo games and activities, a Where's Waldo trivia game, a Waldo, Wenda, or Odlaw look-alike contest, and an in-store scavenger hunt. There are updated activities for 2026 available in the toolkit, including some for hands-on party games. If possible, collaborate with other participating businesses for refreshments, special entertainment, and other party enhancements.



July

- On July 1, be ready for action! Kids and families will be eager to undertake the hunt. If all the Waldo sites are within walking distance, it may not take them too long to find their quota and be looking for recognition.
 - Each Waldo-seeker who collects a minimum of ten store stamps/signatures on their stamp card should receive a poster and a \$1 Off coupon.
 - Waldo-seekers with twenty or more store stamps/signatures are eligible for the grand-prize drawing; take the portion of their stamp card with names, phone numbers, and parents' e-mail addresses.
 - Make sure the information is legible since they will be used for the drawing at your party.
 - 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, Wenda, or Odlaw, send them out once a day for the first few days with a staff member to visit some of the participating businesses. Please refer to the Appearance Guidelines.
- Post photos of Waldo-seekers holding the Wizard Whitebeard standee or next to the mini Waldo standee to social media! Always ask for parental permission. Refer to the Social Media posts provided in the Find Waldo Local Toolbox for more ideas to keep the posts fresh and frequent. Have fun with them!
- Throughout the month, don't forget to reorder Waldo books to replenish your supply. If you run out of prize posters, e-mail findwaldolocal@candlewick.com to request more (while supplies last).
- We can't wait to hear about the excitement unfolding in your town—keep us updated by e-mailing findwaldolocal@candlewick.com with news, photos, screenshots, newspaper links, videos, and more. You can share via social media using #WheresWaldo and #FindWaldoLocal. Make sure you receive permission from the photographer and anyone in the photos before sharing.
- Party time!
 - Hold a grand prize drawing as part of your store's party—you will receive 5 Where's Waldo? books to give away, plus whatever products other local businesses donate.
 - 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 the Find Waldo Local Toolbox. There is a brand new activity kit for 2026 featuring Wizard Whitebeard!.
 - 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 or by writing them thank you cards.

September

- Stand by for your automatic \$120 co-op reimbursement (available to returnable retailer accounts in the U.S. in good credit standing with Penguin Random House). Candlewick will issue an all-inclusive \$120 co-op credit to your account as reimbursement for expenses incurred during your Find Waldo Local 2026 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 \$120 co-op allowance will be in the form of a credit through Penguin Random House. Candlewick will process these credits in September 2026. View the complete FWL \$120 Co-op Allowance policy at <https://www.bookweb.org/findwaldotoolbox>.

\$120 Co-op Allowance Conditions

Only returnable retailer accounts in the U.S. who are ABA members and 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 \$120 co-op credit based on fulfillment of the event.

**IF YOU HAVE QUESTIONS, PLEASE CONTACT
FINDWALDOLOCAL@CANDLEWICK.COM**

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

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Promotional Identifier Guidelines

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 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 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.