

High Five for Bookshops: Frequently Asked Questions



High Five for Bookshops is an annual, national e-gift card giveaway first launched during Independent Bookshop Week in 2019, and designed to reward loyal bookshop customers. In 2025, it will see up to £460,000 of National Book Tokens being given to people visiting participating bookshops in the UK and Ireland.

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How does the giveaway work?

If you're an independent bookshop and you sell and redeem National Book Tokens, you will be sent 100 vouchers in a gummed pad which can slip easily into your till. Each voucher in the pad is printed with a unique code. This code allows the recipient to download and print a £5/€5 National Book Tokens e-gift card – a free gift for 100 of your customers!

How does the giveaway benefit me?

Not only does the giveaway offer a lovely reward for your most loyal customers, helping you to promote and celebrate your independent business, it should also encourage customers to return to your shop over the summer to spend their £5/€5 e-gift card – driving footfall and generating goodwill and loyalty for your bookshop.

Who can I give the vouchers to?

The £5/€5 e-gift card is intended as a free gift for your customers. It's entirely up to you how you decide to give them out.

Here are a few ideas to get you started. You could give flyers to...

- the first 100 people in your shop during Independent Bookshop Week
- your most loyal customers
- attendees of your events, or members of your book group
- customers signed up to your loyalty scheme
- a hand-selected group of your favourite customers as and when you see them
- customers at random by hiding vouchers inside books
- winners of prizes throughout Independent Bookshop Week
- customers who place orders with you.

Can customers claim more than one £5/€5 e-gift card?

Claims are limited to one per person / unique email address.

Can an adult claim on behalf of a child?

Children under the age of 16 can't claim (as we don't collect data from under 16s). Adults are welcome to claim on behalf of children. Often, an adult may want to claim for themselves and a child, or for multiple children; these claims should ideally be made by different adults with unique email addresses, as we don't allow multiple claims from a single address.

When will my free High Five vouchers and POS materials arrive?

Your High Five kit will arrive by the start of June. Please note that it will arrive separately from your Independent Bookshop Week kit.

What is included in the free High Five kit?

Your High Five kit includes:

- 100 vouchers in a gummed pad
- A double-sided poster to display instore (including instructions for how to claim on the reverse)
- A set of stickers

When can I start giving out the vouchers?

You can hand out your vouchers as soon as they arrive, although we recommend waiting until Independent Bookshop Week. If you give out vouchers before the claim form is live in early June, customers visiting the website will see a message asking them to return during Independent Bookshop Week to claim their gift.

Do the vouchers expire?

The free e-gift cards can be claimed until 31st January 2026. After that date, the claim codes will no longer be valid, so please don't hand out any vouchers beyond then. However, we recommend that you aim to give them out sooner rather than later to avoid any disappointment, and benefit from increased footfall during the quieter months of the year.

Please note that while the High Five vouchers expire, the National Book Tokens e-gift cards that we issue to customers have the same expiry period as any other National Book Tokens gift cards. These are all valid for 8 years from last use, and expired cards will always be replaced.

Can I tell my customers about the giveaway on social media?

Depending on how you're giving away your vouchers, you may wish to tell customers in order to encourage them to visit your shop and receive their free gift. Since the way you distribute vouchers is unique to each individual bookshop, there will be limited consumer promotion carried out by National Book Tokens or the BA, although we will include details of the giveaway in our comms where appropriate.

If you do decide to actively promote your giveaway, don't forget to upload your offers and events to [National Book Tokens Local](#) (formerly Caboodle) so that they'll be emailed to booklovers near your shop. Shareable social media banners and downloadable posters – including assets in Irish, Scottish Gaelic and Welsh – will be available for you to download from our Trade News page at nationalbooktokens.com/trade-news. As with any communication, make sure you include any relevant information, such as 'limited to the first 100 customers only', 'terms and conditions apply' etc.

Equally, should you wish to give the gifts as a surprise, there's no need to tell anyone!

How do customers get their free National Book Tokens after I've given them the vouchers?

The instructions for downloading the free e-gift card are printed on the vouchers. When a customer receives a voucher from you, they just need to visit nationalbooktokens.com/highfive and enter their unique code – alternatively, they can scan the QR code which will take them straight to the page and enter the code for them.

They then need to enter some details, including their email address and the name of the bookshop that gave them their voucher, in order to complete their claim. Their free e-gift card will be emailed to them on the following day.

Is there any cost to me to participate in the High Five for Bookshops giveaway?

No – there's no cost to you! It's a completely free gift for your customers and the value of any redemptions you get will be credited at month end in the normal way. If you've got any

questions about National Book Tokens in general, please don't hesitate to get in touch with our customer service team through their usual channels.

Why haven't my vouchers arrived?

Your High Five kit, including your vouchers, should arrive by early June. We know that some areas are affected by postal delays, and of course sometimes post goes missing. If you haven't received your kit by Friday 6th June, please contact us at marketing@booktokens.co.uk.

Can I have more vouchers?

Due to the high number of National Book Tokens being given away, and the costs involved, we can't usually issue more than 100 vouchers per bookshop. However, please talk to us if you run out quickly or if your vouchers don't arrive – email marketing@booktokens.co.uk and we'll be able to discuss your requirements.

What should I do if a customer has a question about the giveaway that I can't answer?

For customers, the full terms and conditions for the High Five for Bookshops giveaway can be found at nationalbooktokens.com/highfive, along with a link for getting in touch with the National Book Tokens team for any further queries. As a bookseller, if you have any general queries about National Book Tokens, you can also get in touch with us through the usual channels – by emailing giftcard@booktokens.co.uk or by calling 03303 310345 (UK) / 18008 560 74 (Ireland). If you've got a question about the giveaway itself, please feel free to contact Lisa and Amaya in the marketing team at marketing@booktokens.co.uk.

What about customers who don't have email addresses?

Customers without an email address – or access to create one – can claim their free £5/€5 National Book Token by post. Instructions for how to do this, and the extra terms and conditions that apply, are included in the consumer terms and conditions on the National Book Tokens website, replicated at the end of this document.

I'm not sure how to process e-gift cards

If you need help you can contact the National Book Tokens customer service team, who will be able to advise.

However, it's very easy to process e-gift cards – just treat them in the same way that you would a physical gift card, and either scan the barcode or enter the 19-digit card number (which starts with 6337) manually.

Do I have to participate?

There's no obligation to participate in the giveaway – however, we hope that it will add value to your instore events, help you to promote your shop, increase customer loyalty and drive footfall to your shop over the summer and beyond, giving you lots of reasons to join in and give the free gifts to your customers.

What are the full terms and conditions?

These are available to view on nationalbooktokens.com/highfive and are replicated below.

- After you place a claim at www.nationalbooktokens.com/highfive your £5/€5 National Book Token will be sent to you by email as a National Book Tokens e-gift card, which is issued electronically as a downloadable PDF.
- E-gift cards work similarly to physical gift cards; they are valid for 8 years from last use and can be spent in participating bookshops across the UK and Ireland. Find out [which shops accept them](#), and view our full [gift card terms and conditions](#).
- Your National Book Tokens e-gift card must be claimed by 23:59 on Saturday 31st January 2026. After this date, you will no longer be able to claim, and your unique code will be null and void.
- Your e-gift card will be sent to the email address you provide the day after your online claim, providing the claim is valid.
- Book Tokens Ltd. accept no liability in the event of an e-gift card not being received for reasons beyond its control, such as email providers' spam/junk filters or the incorrect entry of a customer's email address.
- This offer is available to customers aged 16 and above and is limited to one £5 or €5 e-gift card per person and per valid email address; no cash or physical gift card alternative will be offered.
- Employees of Book Tokens Ltd., the Booksellers Association and participating bookshops are not eligible to claim a free e-gift card.
- This offer is promoted and fulfilled by Book Tokens Ltd., who reserve the right to change or cancel the offer without notice.
- Book Tokens Ltd. will only use your email address and other personal information as outlined in our privacy policy.

If you do not have an email address (or do not have access to one) please post your claim to:

High Five for Bookshops - claims
National Book Tokens
6 Bell Yard
London
WC2A 2JR

Please keep a record of your unique claim code in the event that your claim is lost in the post.

Please include:

1. Your original High Five leaflet with unique code
2. Your full name and postal address
3. The name of the bookshop that gave you the leaflet

Additional terms and conditions for postal claims:

- We must receive your claim by Saturday 31st January 2025.
- Valid claims - which include a valid High Five leaflet and the above requested information - will be processed within 60 days of the closing date.
- Your free £5/€5 e-gift card will be posted to the address provided.