Tabling On Campus

Why We Table
1. Recruitment

2. Increase Visibility

Organizing a Successful Tabling Event - Setup

Best Practice #1 – Go where the people are. Or at least the people you want to talk to are. This may be outside the student union or inside the education building. On a lot of campuses there are specific places you can table, check your campus for rules.

Best Practice #2 – Table when the people are around. Every campus is different especially if you have large amounts of commuters, non-traditional students etc. However, as a rule of thumb 10am-3pm will hit most people.

Best Practice #3 – Prepare your materials / visuals / fun factor ahead of time. Your materials may include interest cards, clip boards, and pens. / The visuals may be a banner, large posters etc. / Fun factor?! Think candy, swag giveaways, music, bubbles really anything you think is fun!
   *See Appendix A for visibility and examples of good tables.*

Best Practice #4 – Recruit people to do it with you. Tabling with other people is more fun and allows you to talk to more people. *Think two-hour shifts, with teams of two at least.

Organizing a Successful Tabling Event – During

Principles: How to Table
1. Ask everyone – one at a time
2. Big Smile and wave!
3. Hand over the clipboard and pen
4. Know your script
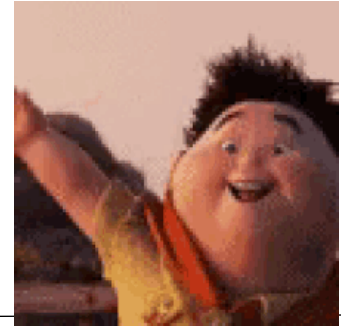
Tips:
1. Stand in front of the table

2. Ask people when they are 10 feet away

3. Use a catch phrase to stop people   Ex: "Are you a future teacher?"

4. Leave everyone on a positive note

Organizing a Successful Tabling Event – After

"Follow-up – 90% of organizing is follow-up"
-Axioms for Organizers by Fred Ross, Sr.

How to follow-up?

1. Phone call
2. Text
3. Email
4. DM

What to follow-up with them about?
   1. Invite them to a meeting, event etc.

   2. Ask them to like follow you on social media

   3. Ask them to join

ETC.

Organizing a Successful Tabling Event – Visibility

Principles of Good Visibility

1. **Bigger and Simpler is Better** – the goal is for people to know who you are and what you are doing from 20 feet away in a few seconds.

Organizing a Successful Tabling Event – Visibility

Principles of Good Visibility

2. **Brand everything** – every aspect of your table and online presence should say who you are! In this case the club name is CALPIRG (California Public Interest Research Group).

Organizing a Successful Tabling Event – Visibility

Principles of Good Visibility

3. **Make it fun!** Have a theme, connect it to the world, or just play music. Have music!

Basic Recruitment Tabling Script

Greeting: Hey! Are you a future teacher?

Hey! Have you ever thought about teaching?

If no: No worries, have a great day!

If yes: Great, my name is _____ and I'm with INSERT CAMPUS GROUP NAME.

Who we are: We are a group here on campus that works to support future teachers. We host professional development trainings, do community service and help advocate for students and our profession. We're also a part of a statewide and national network of future and in-service teachers!

Who they are: What kind of teacher do you want to be? What's your major?

Ask: That's awesome! Fill out this card [*hand over clipboard w/ pen*] and we'll invite you to our first meeting.

Contact info: [*Make sure they give you their cell number, if they haven't say something like "throw down your cell number so we can text you the details for our first meeting!"*]

Follow-up: Awesome, it was great meeting you [insert their name]. Take a button or sticker with you!

Join today! Visit nea.org/join or email aspiringeducators@mseanea.org to learn more.