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 or at virtual events like a virtual club fair. 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. When tabling virtually, think through what you would need in person and how you can translate that virtually! Like our 2020 Aspiring Educator digital interest card here!

/ The visuals may be a banner, large posters etc. / Fun factor?! Think candy, swag giveaways, music, bubbles really anything you think is fun!

See visibility section for examples of good visual 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

All of these principles still apply in a virtual world but will take some creativity to adapt them. Think fun zoom backgrounds (you can make free ones using Canva), changing your zoom name, giveaways, music playing via screen share!

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.
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!