



Tabling 101

Why do we table?

- To connect with a new audience of supporters
- Add new people to supporter lists
- Get the campaign message out into the community

Keep going and don't waste your time on the no's
the no's



Caption

Materials needed:

- ✓ Campaign literature
- ✓ SWAG
- ✓ Sign-up sheets
- ✓ Petitions (can be a link)
- ✓ Pens
- ✓ Clipboards

For the table

Materials needed:

- ✓ Water/snacks
- ✓ Training in a binder
- ✓ Schedule of volunteers with contact info
- ✓ Directions on the wrap-up

For the volunteers

Your set-up:

- Stand in front of the table with clipboard in hand
- Don't make assumptions
- The Stop Line

Conversations (The 4 C's):

- Connection
- Context
- Commitment
- Catapult

Tips:

- Talk with new supporters, don't engage with opponents
- Penmanship prompts
- You don't have to know all the answers
- Personal story as powerful tool

Follow-up:

- Reaching back out to supporters is key movement growth
- Pack up materials nicely
- Return signed petitions in a timely manner

Recap:

- This is important work! Thank you!
- Remember your goals are to talk with new people
- Don't have to be a policy expert - talk from your heart

Questions?

