

TIPS FOR TABLING INTENTIONALLY CONTINUED

Money

If you are collecting money (from dues, selling merchandise, donations, etc), keep the money in a locked box out of sight.

Engage

Actively engage visitors. As folks approach, focus on them. Make eye contact. This will make them more likely to come to your table. Get their attention. Hand them a flier or brochure. Ask them if they have heard of your organization or cause. Invite them to come to your event. Invite them to sign up on your sheet or participate in your drawing.

Expect Photographers

Photographers and news crews tend to show up when you least expect them. Event hosts, and even venue management, may hire professional photographers to work the event taking both posed and candid images of attendees, sponsors, speakers, vendors, and others.

Therefore, it is not unreasonable to expect that a photographer will be sharing a picture of your table (even if it's just in the background) with anyone from an art director to a friend. If it is a good photo, chances are it will be considered for use in news articles, on social media, and any number of other places.

If your table looks nice, professional and represents not only your organization well, but the event itself well, the photographer will find you. He/she is on a mission to get great event shots to turn in, and you want your table and your brand to be a part of that wonderful exposure opportunity. In other words, keep a smile on your face and branded materials (if at all possible) in your hand.

After the Event

Make sure you or a highly reliable person has the contact info which was collected. Type up that info ASAP and share it with whomever appropriate, for example, the state party, county party, national party, candidates, etc.

Follow up with these new contacts. Thank them for stopping by. Send them a link to your organization's website and potentially websites of other relevant groups or candidates. Invite them to an upcoming event. Friend them on Facebook. And so on. Be friendly, but respect their privacy, and don't annoy them.

Consider how your table went. Was it productive? What would you like to have had on hand that you didn't? What can you improve upon next time?

Consider writing up a short, upbeat article about how the event went and share it in your newsletter, in email blasts or with your social media audience. Be sure to recognize your team members, mention special visitors, share images from the event and thank everyone for attending.



T LIBERTARIAN
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 Phone: 800-ELECT-US Fax: 202-333-0072 info@lp.org



Not authorized by any candidate or candidate committee.

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WHAT IS THE LIBERTARIAN PARTY?
 LP.ORG



TABLING INTENTIONALLY

T Lots of organizations table but most tables are not as effective as they could be simply because tablers haven't tabled intentionally.

Where To Table?

- county/state fairs
- college campuses
- events and locations where tabling is allowed

Why Table?

- promote our party
- promote our messages
- promote our candidates
- promote an upcoming event
- recruit new members, voters, volunteers, and candidates



T LIBERTARIAN
 JOIN OR DONATE TODAY!
 Please check one.
 New Member
 Renewing Member
 Member ID (if known)
 Donation
 Libertarian Party members are required to sign the following pledge:
 "I certify that I oppose the initiation of force to achieve political or social goals."
 Signature (Signature not required if you wish to donate without becoming a member)

T LIBERTARIAN
 Party Membership Association Levels & Benefits
 The following levels of association are recognized by the Libertarian Party.

Chairman's Circle \$25,000 annually or \$2,500 monthly in dues or contributions	Select Benefactor \$15,000 annually or \$1,500 monthly in dues or contributions	Lifetime Founder \$1,500 annually or \$150 monthly in dues or contributions
Beacon of Liberty \$5,000 annually or \$500 monthly in dues or contributions	Pioneer of Freedom \$2,500 annually or \$250 monthly in dues or contributions	Minteman \$250 annually or \$25 monthly dues
Patriot	Advocate \$150 annually or \$15 monthly dues	

Foundation Members, Supporters, Advocates, Mintemen, and Patriots
 receive the following benefits:
 Subscription to LP News Membership card
 Lifetime Founders membership will never expire (no more renewing)
 a Lifetime membership level pin
 Mention in LP News
 Mention on LP website

Pioneers of Freedom
 receive all of the previously listed benefits plus these benefits at our National Convention:
 Lifetime member ribbon for name badge
 Mention in program
 Mention on signage
 VIP seating at banquet

Beacons of Liberty
 receive all of the previously listed benefits plus:
 photo in LP News
 Photo on LP website
 Convertible to Lifetime Founders membership with VIP seating with...

JOIN THE LIBERTY PLEDGE CLUB TODAY!
 Monthly Payment
 \$2,500 monthly pledge
 \$1,500 monthly pledge
 \$500 monthly pledge
 \$250 monthly pledge
 \$150 monthly pledge
 \$50 monthly pledge
 \$25 monthly pledge
 \$15 monthly pledge
 \$ (minimum)
 \$10 (minimum)

T LIBERTARIAN
 Date _____ Event Name _____ Hosted By _____

#	Name	Email	Mailing Address
1			
2			

Note to Event Host: Please fax to 202-333-0072 - mem

T LIBERTARIAN
 Party of McLennan County Texas
 "Liberty and justice for all"
 Libertarians believe that you have the right to choose as long as it does not hurt another person.
 This includes:
 - the right to life, liberty, and the pursuit of happiness
 - the right to keep and bear arms
 - the right to live where you choose and how you choose
 - the right to privacy
 - the right to worship how, when, and where you choose
 - the right to be treated equally by the law
 mclennanlp.org

PLEASE JOIN US!
 Monday, Nov. 9
 Coronas de Oro
 1623 N. Valley Mills Drive, Waco
 6-8 pm.
 mclennanlp.org

LP PARTY MEMBER RESOURCE

SUPPLIES FOR TABLING INTENTIONALLY

Table

Sometimes the table is provided by the venue, other times you need to bring your own. Make sure you know the venue's rules and what they provide.

Sign-up Sheets

Sign-up Sheets will help you collect visitor contact information and build your organization's contact list. Collecting and compiling this data should be one of your top priorities.

Banner(s)

If your organization has a good-looking banner with its name, logo, and website on it, use it. If not, acquire one.

Tablecloth(s)

Sometimes these are provided by the venue, sometimes they are not. You want to be prepared so that if you are in a situation where a tablecloth is not provided and the table is ratty looking you can adapt and improve the situation. You can buy a plastic tablecloth at a party store for less than \$5. It is wise to have an extra one on hand.

Pens

Have plenty of pens for both your team and visitors to use to fill out forms, checks, or to take notes.

Business Cards

Have business cards of top party officers and key volunteers or other relevant folks available. Do not display these on your table but keep them in a file box below the table. Give them to select visitors when appropriate.

Collaborating Materials

Relevant books, fliers, articles.

Has your county chair or candidate had a opinion piece published in the local paper? Consider printing copies of such pieces. Any good news coverage of your group or relevant groups in the last several weeks is fair game and will help lend your organization credibility with visitors.

Brochures

Display brochures or other public awareness materials for your organization or relevant organizations or candidates.

If your county/state organization doesn't have brochures and you don't have time to make one, consider using one from the national party. You can order these online.

Info on Upcoming Events

Distribute fliers or small announcement cards regarding upcoming and relevant events.

Eye Catcher / Ice Breaker

If you use the Nolan quiz, be prepared to explain it and help visitors to take the quiz. It is often easier to attract visitors with issues that interest them rather than the words 'Libertarian Party.' Consider highlighting carefully chosen issues in your signage.

Camera

Take pictures of your table and team interacting with visitors.

Giveaways / Drawings

Giveaways and drawings can be effective tools for encouraging visitors to give you their contact info. Carefully consider how you will do it. Do you want to give one item or multiple items? What should the items be? Some Libertarians will immediately think that silver would be a good choice. Perhaps so. But who will be attracted by silver? Will they be folks who are interested in your cause and whose contact info will be valuable for you? Or would your organization be better served by giving away Libertarian books? Focus on your goals and priorities for this table.

Items to Giveaway or Sell

Do you want to give away or sell shirts, bumperstickers, buttons, books, or other items? Make sure you know and follow appropriate laws. Also, don't cover your table with too many products unless that is the primary purpose of your table.

Stickers

Consider handing out temporary, cheap stickers ...NOT bumperstickers. Bumperstickers are expensive and most folks who pick one up at a table will not put it on their car. Same with buttons. It is wise, however, to have both tucked away in your file box so that if someone requests one you can give it to them.

Cash Box

Even if you are not selling anything or planning to collect money, it is wise to be prepared with a cash box, with a lock, and coins and small bills to make change. Make sure your lead team member has a key and that you have a spare key stashed someplace safe (perhaps at home). Also, it would be wise to have donation forms ready to record donors' information as required by law.

TIPS FOR TABLING INTENTIONALLY

Focus

Table intentionally! Focus on your goals.

Is your goal to promote your organization? Promote your message? Promote an upcoming event? Recruit new members/voters/volunteers/candidates? Sell merchandise? Don't try to focus on all of these things at once. Pick your top priorities and focus on those.

Timing is Everything

Pick your timing carefully based on target audience, location, local events etc., so that you can maximize your effectiveness.

Man-Up!

If at all possible, have 2-3 team members man the table. This helps give some leeway in case someone has to step away to solve a problem or for a restroom break.

If your event is multiple days long and you need to organize many time slots, consider using an online tool such as www.signupgenius.com.

Confirm with volunteers the day before to make sure they remember to show up, that they understand the value of tabling and know these basic tips.

Location, Location, Location!

Position your table as optimally as you can. Sometimes you get to choose your spot, sometimes you don't. If possible, position it where there is the most foot traffic.

Set Up

Set up before the event or allotted time frame begins. This will help your organization to 1) look organized and 2) have plenty of time during the event or allotted time frame to do the tabling.

On Your Feet, Soldier!

Ditch the chairs and bring your comfortable shoes. Your team needs to be standing, not sitting. Standing will help them interact with visitors more actively. If chairs remain behind the table, your team will be undoubtedly use them. So remove the temptation unless, of course, one of your team members is elderly or disabled.

Stock

Provide limited quantities of each material on the table. Keep extra copies out of sight in files below your table. Too many copies on a table makes the materials look unpopular and visitors are less likely to approach your table.

Keep it Tidy

Keep your table tidy. No drinks or trash on the table! Monitor this carefully and regularly.

Review

Step back and look at your table. Is it appealing and welcoming? Does it present your organization/cause/candidate in a positive light?

Voter Education

Consider connecting your table with relevant local events and issues. If there is an issue in the news that folks are passionate about, consider putting a Libertarian twist on it, create handouts and talking points, and use the table to educate voters on the Libertarian approach on this issue. Consider highlighting this issue in your signage.

Stay Poised

Always remain calm and professional, especially when it is challenging to do so. There will be confrontational situations where visitors are trying to egg you on or be difficult. Don't take the bait. Other folks are watching. One of the best ways to win folks to our cause is to be extra polished, calm, and professional.

Troubleshooting

If someone is trying to put you on the spot and you can't think of a good response, consider asking them for their contact info. Tell them that you'll be happy to email them once you've had more time to think over the matter. Respectful and reasonable visitors will appreciate this and take you up on it. Others who are just trying to make your life difficult most likely won't. Either way, it avoids your being distracted for a long period of time with a difficult situation. You need to be able to get back to focusing on outreach to other visitors.

Direct Traffic

When conversations happen, try to move the discussion over to the side of the table so as not to block the table from other passersby.

Avoid Chit Chat Among Team Members

Avoid conversations among your team members. You are all there to reach out to others, not to chit chat with each other, no matter how tempting it may be. This is another good reason to set up before the event so that your volunteers can chat a bit before the tabling begins and thus will be less tempted during the event. Again, everyone needs to stay focused. Table intentionally!

Continued . . .