

TABLING 101

Tabling at your local farmer's market or a community event is a great opportunity to help spread the word about the ACLU's exciting new *Constitution Voter* initiative and get folks to sign a pledge to be a *Constitution Voter* this fall.

Following the steps below should make any tabling experience a successful and fun event.

PRIOR TO THE EVENT

- **Download *Constitution Voter* materials.** Visit www.aclu.org to download *Constitution Voter* pledge sheets, as well as lots of other fun and useful resources to help spread the word and get your friends and neighbors to pledge to cast a vote that supports the Constitution this November 4th.
- **Recruit and train your volunteers.** ACLU supporters and activists are in communities all across America. Tap into their passion by reaching out to others from your local ACLU chapter and other community organizations to help represent the broad and diverse array of civil libertarians in your community. A short training with all your volunteers is the best way to prepare them and ensure success.

AT THE EVENT

- **Dress Code:** Different events have different levels of formality. Whatever the event, please remember the organization we represent, consider your audience and choose appropriate attire.
- **Daily Set-Up/Take-Down:** Ensure that you or your volunteers arrive before the event starts to set up and be ready when attendees arrive. At the end of the day, ensure that those staffing the table bring back materials and any *Constitution Voter* pledges to ensure the integrity and privacy of all personal information.
- **Staffing the table/Securing Pledges:**
 - Pledge sheets and numerous other resources and materials are available for download at www.aclu.org.
 - Do your best to estimate the size of your audience and prepare materials accordingly. Be sure to save copies of all originals so if the table runs low your volunteer(s) can alert you, and you can produce additional materials and deliver/send along more copies with the next shift.
 - What if a volunteer doesn't show?
 - You should be prepared for this and have a contingency plan in place. Creating a master list of volunteers, shifts and contact info (especially cell numbers) prior to any event is critical. If a volunteer doesn't show, you should be alerted and help provide a solution (whether pitching in to cover the shift yourself, or finding another volunteer to help out).

- Upon arriving at the table, volunteers should familiarize themselves with the various *Constitution Voter* materials, which will be a useful supplement to every discussion you have with event attendees.
- The **MAIN focus** of each and **every** contact should be pledge signatures:
 - *Constitution Voter* pledge sheets should be secured with a volunteer and mailed back to the DC office to ensure we maintain individuals' privacy.
 - In addition, you may consider providing incentives for both your volunteers and those signing the pledge (a prize package of ACLU materials, a gift card to a local eatery or store, etc...).
 - > Each person who signs the pledge sheet will be entered into a drawing for the prize package, which will be mailed to the winner after the event. (Winner(s) can be alerted and contact info secured via the email they've provided.)
 - > ACLU volunteers can have a contest to see who can get the most pledge signatures, or set a goal for each volunteer and those who meet or exceed the goal win a prize.
- Avoiding confrontations
 - Remember—we don't expect you to be an expert on all issues. **If you don't know the answer to a question, simply say that, perhaps refer them to a document on the table regarding that issue and offer to follow up with an answer (taking their contact info, which should be passed along to national staff (field@dcacclu.org) to assist with follow up).**
 - In rare instances, you may encounter less than friendly folks—remember who and what you represent and do not dignify any immaturity with a response. Instead, focus on our shared views and commonality on issues at all times. Focus on these key themes and talking points:
 - > Abuse/over-reaching of government power (NSA spying, torture, kidnapping, etc.)
 - > Privacy/individual liberty
 - > Civil rights (voting rights, racial profiling, marriage, etc.)
 - > Even if we disagree on some things, we can agree on others—not even our employees and board members agree with every suit and position we take
 - > We're non-partisan
 - > We're here to defend the Bill of Rights
 - If however, you do get a specific question about the ACLU's stand on a complex issue, please direct individuals to send their inquiry to **field@dcacclu.org** and our team will be happy to help!

AFTER THE EVENT

- **Collect Materials & Follow Up:** Be sure to collect all materials—especially pledge sheets—and mail them to ACLU Constitution Voter Program, 915 15th St NW, Washington, DC 20005. In addition, if you've promised to follow-up on any specific questions or issues, be sure to pass along inquiries to field@dcaclu.org and ACLU staff will make contact in a timely manner.
- **Thank Volunteers/Celebrate Your Success!** Without dedicated volunteers, partners and allies, our work wouldn't be successful. Be sure to always express your gratitude and appreciation in a timely manner to event organizers, volunteers and others. Building and strengthening relationships—between people and organizations—is the key to our success! Happy volunteers are return volunteers.
- **Plan Your Next Event:** Take all that you've learned from this event and build on your success in future events. The fight to protect freedom never ends, and we're thankful to have dedicated activists in communities all across America on the front lines in the fight for freedom!