

10 tips for running a successful booth

Don't forget that volunteers and citizen advocates will come and go depending on what is happening in their lives. Some will move, be busy with school, get a new job, or have a family to care for. Many of our citizen advocates will come back after these kinds of life events, but we must constantly encourage new volunteers and advocates to join.

The movement to end extreme poverty is a long term one that always requires more people. Creating the political will to end poverty is a vision that can only be realized by educating and mobilizing large portions of our communities. This means more volunteers and advocates! People often don't realize that they can make a difference, that as an individual they have the power to influence decision makers. Asking them to take concrete action can help show them the power of their own voice.

The strength of Results Canada is its ability to create relationships between citizens based on increasing knowledge of and taking action on solutions to end poverty in the Global South. Our message is one of hope: something can be done and YOU are just the person to do it – join our community! Hosting a booth on campus, at a local festival or conference allows you to communicate with people face-to-face. In order to run a successful booth follow these tips:

- 1. Smile:** people are much more likely to approach your table if you make eye contact with them and have a friendly attitude.
- 2. Keep it simple, yet creative:** use a clean, colourful tablecloth. Put out limited documents.
- 3. Ask a lot of questions (but not overwhelmingly):** try to learn a bit more about your visitor to find out what makes them interested.
- 4. The 10-70-90 rule:** visitors remember 10% of what they see, 70% of what they say and 90% of what they do. Interactive features are great. Prizes are even better; a candy bowl can go a long way. (try to get sponsored donations from local companies. Prioritize asking like-minded organizations that notably carry Fairtrade products).
- 5. Share your passion:** be yourself and share your passion for ending extreme poverty with others. Consult our [communicating a message powerfully tips](#).

6. **...but leave them wanting more:** be careful not to overload people with information.
7. **Act now:** invite people to take a simple action (signing a postcard, tweeting, etc.) at your booth and write down their contact info (using the [sign-up sheet template](#) or a simple online form like [Google Form](#)). Don't forget to include on the sign-up sheets that they will also be added to Results Canada's newsletter. Don't forget to send [us](#) their emails!
8. **Keep your chin up:** don't be discouraged if people walk away.
9. **Take care of the volunteers in your booth:** organize shifts.
10. **Do your follow up:** send emails to thank them for their interest, remind them of how to get involved and invite them to the next upcoming opportunity.

Updated: January 2020