



P.O. Box 30506 Seattle, WA 98113 • www.hcfawa.org

How to “Table”

“Tabling” is the act of standing behind or near a table in a conference or market setting to distribute branded swag, engage with conference attendees, and gather the names and contact information of constituents. **The purpose of tabling is to meet people, find new supporters, and get their contact information.**

Advance Preparation: Find volunteers to help you. Use the supporter lists and your personal network of supporters and friends. Schedule a short meeting with your fellow volunteers well in advance of the spring/summer tabling season. Early May is ideal. At the meeting, decide which geographical area(s) to target, and who will be the tabling organizer for each event. Use the internet and your local knowledge to locate community events and/or farmers’ markets in your area. Most farmers’ markets accommodate a non-profit organization as a “community sponsor” of the day’s market. The tabling organizer calls market/event contact person, works with them to choose date or dates for the tabling.

Contact the Market/Event Manager and ask:

Do they allow non-profit organizations to have an info table?

How big is the space?

Do they provide any equipment such as table, chairs, canopy or do we need to bring our own?

Is there a cost and how much? [Note: funds available from HCFA-WA]

Are there any special requirements or restrictions, e.g., educational activity, asking for donations?

Confirm the date and hours of operation.

Scheduling: If date(s) are available, confirm it, and send an e-mail “to all” the volunteers helping you so you don’t double book. Make up a tabling schedule for the event. If possible, limit the shifts to 2-3 hours. Ask the other volunteers to commit to a specific time, determine the schedule, and let everyone know what the entire schedule is.

Set-up: Arrive at the market or event in advance to set things up. A half-hour is usually sufficient, but follow the venue’s guidelines if they are different.

You Will Need:

- ☐ Clipboard
- ☐ Sign-up sheets
- ☐ Pens
- ☐ Materials
 - HCFA-WA quarter sheet yellow George fliers (2-sided) and black and white QR code fliers (1 sided)
 - Background Paper #1
 - ACA/Single-payer Comparison
 - Write to your Legislators handout
 - Promotional HCFA-WA giveaways - pens, buttons, bumperstickers
 - Pathway to Single Payer document

- FAQs – a few copies for your reference
- Small wrapped candies (optional)
- HCFA-WA banner and/or posters
- Duct tape
- Canopy, table, and 2 chairs, as needed

Managing the Details:

Get new supporters' contact information: Start a conversation: choose a catchy phrase from your “elevator speech” or ask them if they have health care. Be pro-active, “work” the crowd. Assure them that we will contact them only once a month by e-mail to send them updates and event notices about this important issue, they will keep informed on the issues, and they will help us show legislators how many voters in their Legislative District support single-payer health care. Ask them if they have a specific skill or interest that they would like to use in our campaign. Avoid giving the impression we are requesting a significant amount of their time. The main goal is to begin to build a relationship with them, not to seek a commitment to something they may not know much about yet.

- **Manage the sign-up sheets:** This is easily done if you make sure the info on the sign-up sheet is legible. Look at it while the new supporter is still talking with you. Make any corrections that are necessary as well as any notes about their skills or experience and level of interest. If the new supporter doesn't know their LD, use the WA State Legislature website's “district finder” tool: <http://app.leg.wa.gov/DistrictFinder/> You will need the zip code to use the district finder. Find that with the Post Office's zip code locator tool: <https://tools.usps.com/zip-code-lookup.htm>
- **Enter the new contact information in the Excel spreadsheet template** for new sign-ups. Under “caller notes” indicate your initials and the event you are reporting on. Under “comments” indicate their interests and desired level of involvement. “Save as” a new spreadsheet, naming it with the date and place of the event you are documenting
- **Follow-up with New Contacts:** After you have entered the new contact information in the spreadsheet, make a phone call or send a follow-up e-mail to each new contact. The e-mail can be done as a “blast,” i.e., sent to all e-mail addresses via the blind carbon copy (bcc) function of your e-mail program. Welcome them, thank them for taking time to talk with you and for signing up, let them know about any upcoming events, and assure them that we will keep them informed via the monthly e-bulletins. If any of the e-mails “bounced,” follow up with a phone call so you can correct the spreadsheet data. This phone call provides another chance for personal contact with the new supporter and an opportunity to determine what their desired level and type of involvement is.
- **Send new data for our Data Base:** Send as an attachment via e-mail to communications@hcfawa.org with [data update LD #__] as the subject line.
- **Sit back and take a well-deserved break!**

Thank you and your colleagues for this important work. It is what our database is built upon.

Note: “Tabling” can also be done without a table, if you find a likely location. In such a situation, you will need only a clipboard, sign-up sheet and pen and some brochures, and a way to carry them – maybe an apron, tote bag, or a vest or jacket with big pockets.

More information:

www.hcfawa.org