

Effective Organization Information Tables

Preparations:

Schedule your table times and locations with the school weeks in advance.

Arrange special needs such as electrical outlets or additional table space.

Organize your wardrobe. Dress the members working the table in clothes that communicate your brand (e.g. khaki/polo, dress shirt/tie, organization shirt etc.)

Follow Up:

Make sure to follow up with prospective members to give them more information on how to get involved.

Provide information about any upcoming events or how to connect online.

Common Mistakes:

Arriving late and/or early.

Using a last minute display that looks like a 3rd grade science project.

Failing to practice the script of what you'll say when people ask about the organization.

Cluttering the table with trophies and junk.

Underestimating the importance of smiling, shaking random hands, and having fun.

De-valuing your brand by using gimmicks to sell your organization,

Sitting/slouching behind the table, waiting for them to come talk to you.

Failing to build a list of names with contact information for follow up.

Crowding the table with too many members.

Poor conversations at the table due to lack of interpersonal skills and/or practice.

Members "hanging out" and talking to each other, but failing to meet students.

Dressing like a slob, looking frumpy, or appearing disorganized.

Creating a scene and/or drawing attention through antics is not success. Getting contact information from people that genuinely want you to follow up with them is success.