



How to run or get involved in organizing a stall ..the essentials

Running a stall gives you a visible presence and a chance to fundraise and recruit, as well as to enlist support for your main campaigns. We frequently discuss stall plans at general meetings. This document is aimed at making it easier for people to understand and take part in those discussions. It also acts as a checklist/memory jogger for more experienced campaigners and people running a stall. Please do remember that if you are co-coordinating the stall it doesn't mean you need to do everything. There are always people that would be happy to share some of the organisation with you or help you.

Deciding on a message

- Chose a simple message if the stall is focussed towards the general public. It is important to chose your message wisely so that it is not too complicated for people to understand or to find a simple way of conveying the message by relating it to people's everyday lives
- Chose something preferably that is in vogue or has had recent press coverage



Coordinating volunteers Before the Stall

- Get an idea of the number volunteers interested ahead of time before committing to the stall.
- Agree who will be in charge of organising and running the stall or who will lead on certain aspects of the organisation.
- Try to let people know about the event at a general meeting before hand this is by far the best way to let people know about how they can take part (good to know location and times at this stage).
- If possible advertise in advance in newsletter/website. Contact Sarah for newsletter and Paula for the website. You may also like to send out an email reminder to hffoe-active@yahoogroups.com

[active@yahoogroups.com](mailto:hffoe-active@yahoogroups.com) it will go to lots of active people in the group(you need to be subscribed to the group to send).

- Provide new members with the tips for volunteering on stalls factsheet.
- Decide who is going to transport and store items after the event.

On the Stall

- It is useful to have a main point of contact on the day. If you are the main contact point, make sure all volunteers have a way of contacting you should they need to. Remember to take time to make sure volunteers feel comfortable with the campaign and make yourself available to co-ordinate the stall and answer any questions from volunteers or public (these can be jotted down and people can be contacted again later if you don't know). Once the stall is up and running, do remember to give yourself a break if you need one.
- Brief volunteers as they arrive and ask if they have any questions about the stall.
- If you are collecting letters /postcard have one clear place for these to be stored. This means that none will get lost and not sent off.
- Make sure people have a chance to take a break if needed.
- Try to make sure someone takes photos – these make a major difference for publicity and ultimately the impact of your campaign.

Follow up

- Count how many responses you have this is useful for publicity and interesting for the group .
- Try to email or call to give any quotes/photos and number of responses to the person compiling the press release or write up the press release yourself and send to local papers .

Location, Location, Location Please Contact Nick Boyce (tel. 020 8753 3069, email Nick.Boyle@lbhf.gov.uk) and Tom Finnegan-Smith (email Tom.Finnegan-Smith@lbhf.gov.uk) at the council Highways Departments to ask if we can have permission to hold a stall on a public pavement. They will need short description of what we are doing, when and where. They will require a copy of our Public Liability Insurance policy. They will already have a copy. If the current version has run out please contact Claudia Statori at national Friends of the Earth and ask if our most recent copy can be faxed to the council.

Leaflet and poster management Before the Stall

- Check what stocks the group already has , contact Jane or Paula to find out



- To find out what National FOE has, there are two sources; the publications team and the individual campaign teams. National FOE normally provides leaflets free of charge to groups. View the publications catalogue here <http://www.foe.co.uk/pubsinfo/pubscat/index.html>. Call the Publication dispatch team on 020 7490 1555 or email info@foe.co.uk for more information. You will be expected to pay postage using a credit card over the phone. This can be expensed. Please give receipts to Ruth. Alternatively contact the appropriate campaign teams to see what they have currently. See change your world for the appropriate contact person. http://community.foe.co.uk/resource/change_your_world/
- We try and make sure the materials we keep in stock are up-to-date but if you do find any that are out of date

please recycle them and do not use – they could be misleading.

- How many to order/copy? In a typical action, we have 50-80 postcard responses from the public. Normally more people will fill out postcards than letters. With incentives we have had 200 letters written over a 5 hour period but this was an absolute maximum..so far.

On the Stall

- Avoid cluttering your stall with too many leaflets - it will look confusing to the public.
- Limit the number of campaign issues you have on display. If your main event is about nuclear matters, avoid confusing the picture by sticking up posters about recycling just because you have them.

After the Stall

- Leftover postcards soon go out of date. If you ask Pam she may be able to distribute any extra postcards or letters with the newsletter. Alternatively the reference library may distribute to local libraries in borough if they think appropriate or a local health food shop might display them or it's also possible to contact national FOE and ask if they would like material sent back or onwards.

Equipment checklist

Please ask Paula or Jane if they have these materials.

- Stall (pasting table or specially designed version, sometimes these are provided at fairs etc)
- Cloth to cover table top
- Up-to-date campaign information
- Membership leaflets and posters
- Clipboards (very useful if public are being asked to complete postcard or letter)
- Banner (for photos)
- A note book to record the details of people wanting more information
- Control Box (this should include the following: pens, elastic bands, cellotape, bluetack ,pins, and string)
- Camera
- Posters/ backing boards (if suitable space to display, can be hung from table,)
- Collecting tins.To avoid risk of theft tie string or wire round the collecting tin base and tie this to the table (particularly if the tin is not under close supervision at busy stands)
- Elastic bands/paper weights(to hold down leaflets)
- Rain cover

Other Resources

Your newsletter for current telephone numbers

How to guides

http://community.foe.co.uk/resource/how_tos/index.html

How to Win Campaign Guides:

http://community.foe.co.uk/resource/how_to_campaign_guides/index.html

HFFOE How to organise stalls... more ideas

Summing Up

Stalls are your opportunity to show people in the street what Hammersmith and Fulham Friends of the Earth can do. It's also a chance to find out more about local concerns, raise money, gain new members and to have a regular activity for your local group. Running a stall may seem like common sense, but armed with these tips many difficulties can be avoided.