



# Tips for “Active” Tabling:

*Voter Engagement in a Lobby or at an Event*

Staffing a table in your lobby or at an event is an effective strategy for engaging your clients and constituents in voter registration, pledge-to-vote, and other voter outreach activities. For tabling to be effective, staff and volunteers need to be positive, assertive, confident, and pro-active. Don't sit behind the table waiting for people to approach you. The tips below should help get you started.

## TIPS FOR ACTIVE TABLING

- Be pro-active!** Engage people and encourage them to approach the table. Stand up, get out from behind the table, and greet people. Use our “Making the Ask” factsheet for tips.
- Use large signage to attract attention.** Banners, posters, balloons and other decorations can make your table inviting.
- Use snacks, or other freebies** to encourage people to approach the table and talk to you.
- When you're talking to somebody, start to put the pen and clipboard in their hand.** You'll be surprised at how many people will automatically start filling it out.
- Table in the weeks leading up to the registration deadline, early voting period, or Election Day.** For a November election, the best time to table is between August and October.

## AT YOUR OFFICE

- Make sure the entire staff knows about your tabling activities.** Everyone on staff should join in to encourage people to stop by the table.
- Table during the hours that foot traffic is heaviest.** During peak hours, canvassers should be averaging 1 to 4 completed voter registrations per hour and 3 to 5 voter pledges per hour.
- Move around** the office and common areas with a clipboard. Don't stay in just one place.

## IN THE COMMUNITY

- Find highly trafficked areas** (transit stops, supermarkets, etc.) or events that draw local crowds eligible to vote in your area – like an event you or a partner sponsors.
- If it's an event,** equip staff with clipboards and encourage them to canvass the crowd.