



# 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.

## GET STARTED

- ❑ **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 “voter registration script” at [nonprofitvote.org/resource-library](https://nonprofitvote.org/resource-library)
- ❑ **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. *Remember that you may not offer any items in exchange for registering to vote. Items that you offer at your table should be available to everyone regardless of whether they register*
- ❑ **When you're talking to a community member about registering to vote,** offer them the pen and clipboard to fill it out themselves. The only reason a volunteer should fill out the form is by voter request.
- ❑ **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 ORGANIZATION

- ❑ **Make sure the entire staff knows about your voter registration tabling activities** and is encouraging community members to stop by and register.
- ❑ **Set a goal for volunteers** such as “2 voter registrations per hour and 4 voter pledges per hour” depending on the volume of the crowd and number of volunteers.
- ❑ **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
- ❑ **If you want to canvass at an event,** consider checking in with event organizers to ensure you have permission to be there. Often, event organizers are glad to have you there, they just appreciate the heads-up.