



TABLING 101



Tabling 101

Got a Table?

Tabling is the tried and true method to reach out to your audience and establish a community of support.

Tabling can be fun. It allows you to connect directly with your audience and it allows them to interact back. It is a place where information and knowledge are constantly being exchanged. It is a place where you, as a member of a LiNK Team, can truly shift someone's perception of North Korea.

That being said, tabling does take a lot of preparation and a lot of man power. This guide will take you through the basics of tabling the LiNK way and maximizing on your potential as a LiNK Team.



Before Tabling

Find a Good Location

Find a place that has a lot of foot traffic, but where people will be willing to stop for a few minutes. Parks, student activities areas, and farmers markets are safe bets.

Find the Best Time

With colleges, it's usually 2-5 pm. With high schools, it's usually around lunch. However, you know your environment best, so find the best time for your location.

Set Up in Advance

Make sure that you have enough time to set up in advance. You know your set-up, you know how much time it will take, make sure you take that into account.



Always Use a Tablecloth

For tabling, appearance is important! Using a tablecloth will help tie your display together and it also provides a hidden space for you to keep extra supplies.

Donation Jar

A clear donation jar gets more donations than an opaque one. Also, people rarely donate to an empty jar, so throw in a few bucks to start it off!

Sign-Up Sheet

Always provide a way for people to connect with your LiNK Team in the future.





Get Creative!

There are usually a ton of organizations tabling at colleges, high schools, and community events like farmers markets.

Make sure you stick out!

Don't confine your display to your tabletop; find ways to utilize the sidewalk in front of the table and even the space above the table. Even with just your tabletop, there are hundreds of possibilities: stack boxes underneath the tablecloth to add dimension, create an eye-catching display out of flyers, add a game to the table, use bowls to display merchandise, etc.



During Tabling

Leave Your Comfort Zone

Make yourself memorable by using your talents to grab attention. You can sing? Sing! You can dance? Have a flash mob! You write poetry? Write a relevant poem on a giant piece of butcher paper that people can read from far away and use that to draw them in. There's no limit to what you can do!

Talk to Strangers

Get out there and engage with people! This is an important issue and everyone deserves to know about it. Just think about it, the people you reach out to might end up being your next awesome LiNK Team members, Nomads, interns, or even fund an entire rescue mission. But, you'll never know until you talk to them!



Rep LiNK!

Wear your LiNK shirts! They are great talking points and people love them.

Stay Positive

Remember that you are a representative of LiNK. People will associate their encounter with you to their impression of the organization and the issue overall. Remember why you care and keep going with a positive attitude.

Stand in Front of the Table

People walking by are much more likely to stop to talk to you if you're in front of the table and ready to engage with them rather than sitting in the back.

Body Language

Once again, open body language will invite more people to stop by. Crossed arms and frowns will only dissuade people. Make sure you make eye contact and smile!

Freebies

If you have something to give away for free, you will ALWAYS get more attention. Food, stickers, pins, and even pens are good options. Some local businesses might be willing to donate items.

Phone Free-Zone

Having your phone out makes you less approachable. Let people know you are willing to talk with them by keeping your phone out of sight.



Merchandise

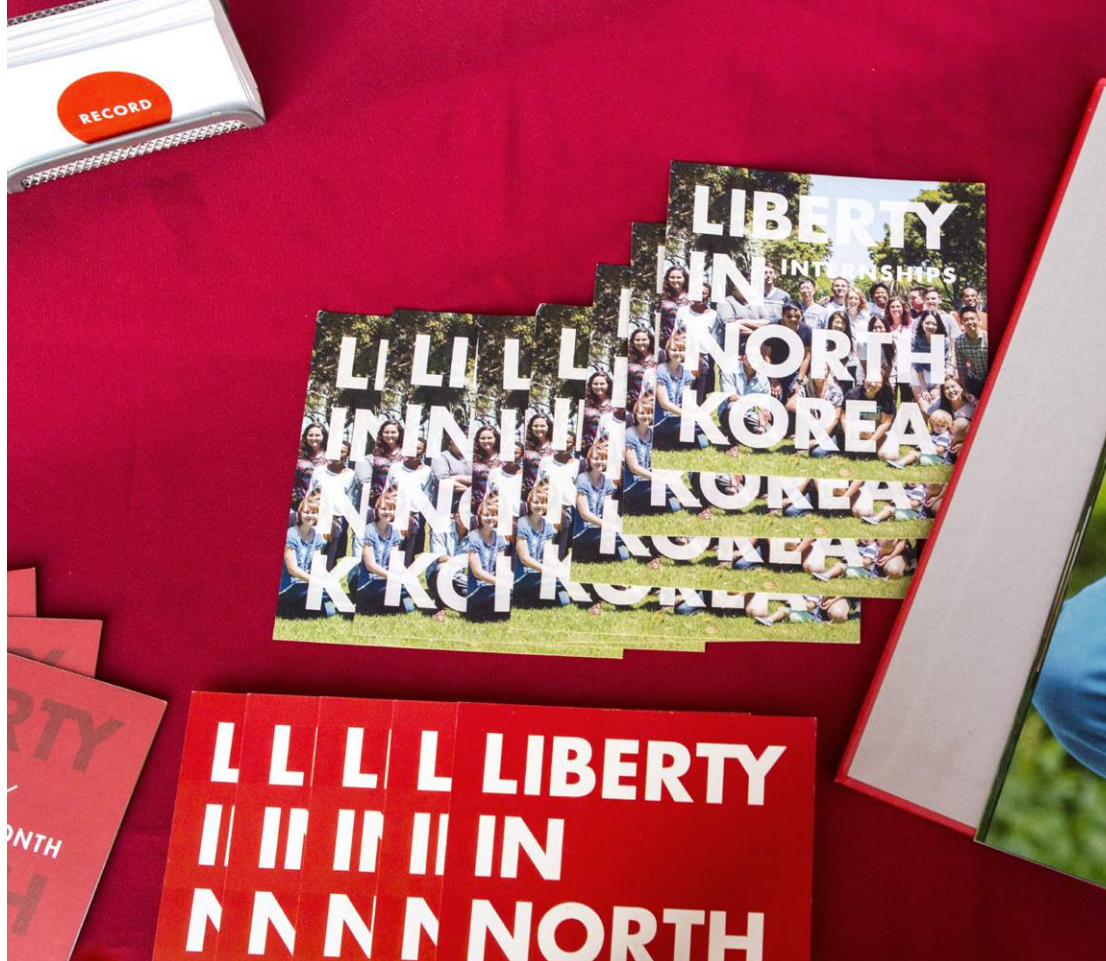
If you have merchandise, make sure it looks organized! It also helps to have prices listed.

Make It Interactive

Have an educational game about North Korea or LiNK! Maybe even play traditional North Korean games. You could get people to participate by hashtagging posts on social media in exchange for a goodie!



Most importantly, let your passion shine through!



After Tabling

Follow Up

Take time after tabling to follow up with all your new contacts. If you told someone you would get back to them, make sure you do so. Don't forget to add new emails to your mailing list.

"Thank You"

If friends came out to support you, take a minute and let them know you appreciate their support. Also, thank all your members who helped make tabling possible.



