

HOW TO RUN AN EFFECTIVE STALL

What

Stalls are a great way to campaign, promote, recruit, raise funds, and have fun together as a group!

Times/situations when this is a good idea:

At events where lots of people are gathering such as, markets, exhibitions, festivals, book launches, educational forums, concerts, theatre performances etc

Times/situations when this is not a good idea:

- At outdoor events in the winter time!
- In spaces where there is lots of through traffic but not much time, e.g., at train stations.

Process to take

You will need:

- A table and chairs
- A campaign theme (eg refugees, homelands etc)
- An Amnesty International Australia (AIA) banner to put behind the stall or something that identifies the stall as an Amnesty stall such as a poster
- Petitions, letters and/or postcards to sign on current AIA campaigns
- A sign-up sheet (to join your group, be added to the Regional E-Bulletin)
- Information on your next meeting
- Information leaflets about your group and activities
- A volunteer registration form (this allows you and the Amnesty volunteers at the event to be insured by AIA)
- Blank paper and pen for last minute signs!
- Stationary including pens, markers, blue tack, scissors, tape and pins
- Water and lollies!

You might want:

- Some extra decorations (eg a banner, balloons, campaign poster, material covering the table, nice rocks to act as paper weights for flier and campaign material)
- Membership forms
- A donation tin
- Some AIA merchandise (some Christmas cards, or maybe even t-shirts to sell)
- Stickers and/or badges to give away (or ask for a donation!)

Make sure that you have at least two people to staff your stall at all times.

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Things to consider:

- The weather (if it is going to rain take a sheet of plastic to cover the materials as well as an umbrella for you and the other volunteers)
- Make sure that your stall is positioned somewhere visible and is approachable but that it is also not blocking any major walkways or doorways
- Keep your action really clear by not over displaying materials (you can keep extra copies under the table and restock as they are used)
- Go through the main messages of the campaign you are working on with the volunteers and practice saying a few of them with each other as if you were trying to communicate the campaign to a member of the public and then encourage them to take action
- If you don't know the answers to question it's ok to say 'I don't know'. You can always hand them some information to take away and read or direct them to the AIA website
- If people say that they have already signed the petition online for example make sure you have other actions for them to engage in, like your action group sign up sheet, an Urgent Action letter that they can sign etc
- Collect the actions and have a process for getting the actions to their destination, whether that's to the Community Campaigner or to the actual address (eg for Urgent Action letters)
- Collect the sign up sheets and have a process for storing this data and contacting those people with information about your next meeting
- Collect the funds you have raised, count it and drop it off at the Action Centre (or any other process your group currently goes through)
- At the next group meeting find some time to discuss how the event went. Evaluate and feedback any learnings
- Have fun!