

Tabling Guide

Learn how to get started today

Tabling at your school is a fantastic way to engage with your peers, promote your club, and recruit new members. School communities have unique characteristics and challenges, so adapting your tabling strategy to meet the needs of the student body is essential for success.

Here are 10 tips for making your tabling efforts more effective:

BEFORE TABLING

1 COLLABORATE!

Collaborate with Other Clubs

Partner with related clubs for joint tabling events to reach a broader audience

Leverage Campus Events

Participate in campus-wide events or fairs organized by the college to increase your chapter's visibility.

Student Government Connection

If your school has a student government, establish a connection with them. They can help promote your chapter's activities.

2 STRATEGIZE

Choose a Strategic Location

Identify the busiest areas on your college or school campus, such as the cafeteria, library, or common areas, and set up your table there.

Engage Passersby

Don't wait for people to come to you. Initiate conversations with those passing by and ask open-ended questions to gauge their interests.

3 PROMOTE!

Event Calendar

Display a calendar of upcoming chapter events and meetings. It helps potential members see that you're active and organized.

Stay Consistent

Regularly schedule tabling events throughout the semester to maintain a visible presence on campus.

Know Your Community

Understand the demographics and interests of your community college's student body. Tailor your messaging and activities accordingly.

Online Presence

Create a strong online presence through social media, and make sure to provide links or QR codes for easy access to your online platforms.

Leverage Campus Events

Participate in campus-wide events or fairs organized by the college to increase your chapter's visibility.

BEFORE TABLING

CHECK OFF THE TIPS YOU'VE COMPLETED

COLLABORATE

STRATEGIZE

PROMOTE

DURING TABLING

4 CREATE

Create an Eye-Catching Display

Create an attractive and eye-catching table display. Use banners, posters, and props that represent your chapter and its activities.

Engaging Signage

Clearly display your chapter's name and purpose on your table. Make sure it's easy to read from a distance.

Interactive Activities

Incorporate interactive elements like games or quizzes related to your chapter. This can draw people in and make your table more memorable.

Visual Materials

Use visuals like photos or videos from past chapter events to showcase what your chapter is all about.

Decorations

Decorate your table in a way that reflects your chapter's focus. It adds a personal touch and makes your table stand out.

5 INCENTIVIZE

Freebies and Giveaways

Offer small promotional items like stickers, buttons, or flyers that provide information about your chapter. People love free stuff!

Food and Refreshments

Offering free snacks or refreshments can attract passersby. Just make sure to check campus regulations regarding food distribution.

Affordable Giveaways

Consider budget-friendly promotional items like pens, keychains, or bookmarks as giveaways. Students may appreciate practical items.

Low on Funds?

Visit your school departments/offices to see if anyone would be willing to donate items for your chapter to use as giveaways.

7 HAVE FUN!

Enthusiasm is Contagious

Let your passion for your club shine through. Enthusiasm is contagious, and it can attract like-minded individuals.

6 CONNECT

Be Friendly and Approachable

Have chapter members who are friendly, approachable, and enthusiastic about your chapter. A warm smile can go a long way.

Have a Call to Action!

Emphasize the practical benefits of joining your chapter, such as networking opportunities, mental health advocacy, or educational workshops.

Elevator Pitch

Train chapter members to give a brief and compelling elevator pitch about your chapter when someone shows interest.

8 BE ACCESSIBLE

Accessible Information

Keep your chapter's information simple and easy to understand. Students often have busy schedules and may not have much time to stop and chat.

Sign-Up Sheets

Have sign-up sheets for interested individuals to leave their contact information. Be sure to follow up with them promptly.

Handouts and Brochures

Create informative brochures or pamphlets that outline your chapter's mission, activities, and upcoming events. Include contact details and meeting schedules.

Technology Integration

If applicable, use tablets or laptops to showcase your chapter's website, social media profiles, or multimedia presentations.





AFTER TABLING!!

9 WRAP UP

Feedback Forms

Collect feedback from people who visit your table to improve your tabling strategy for future events.

Follow Up

Contact those who expressed interest or signed up for your chapter promptly. Invite them to your next meeting or event.

Evaluate and Adapt

After each tabling event, have a debriefing session with your chapter leaders to discuss what worked and what didn't. Use this feedback to refine your approach.

10 REFLECT

Remember

Successful tabling requires a combination of creativity, preparation, and effective communication. By implementing these tips, your chapter can increase its visibility and recruit enthusiastic new chapter members.

AFTER TABLING

CHECK OFF THE TIPS YOU'VE COMPLETED

WRAP UP

REFLECT

SHARE!

CONNECT WITH THE CHAPTERS TEAM!

We'd love to see photos of your tabling event! Send us your photos, ask us a question, or connect with us to share a success story.

Reach out to the Chapters Team at chapters@activeminds.org!!