

Handselling

Hints and Suggestions for developing contacts when staffing an AAUW information booth

From a workshop by Barbara Hyle, Lillian Colavecchio and Hollie Bagley at the 2001 Association convention

1. Greet

Stand in front of the booth or to the side. Smile. Make eye contact. Approach peoples saying one or move of the following:

1. A greeting
2. A positive comment.
3. A question that can be answered yes. (Is it still raining, are you enjoying the conference, etc.)

Introduce yourself, ask their name shake hands.

2. Chat

Engage people in conversation about AAUW

Ask if the have heard of us

If they say no, make a brief statement regarding AAUW:

AAUW supports education for women and girls.

AAUW has more than hundred thousand members and is committed to achieving equity for women and girls of all ages, races and creeds.

Our Educational Foundation is the larges source of funding in the world exclusively for graduate women.

Ask questions to identify common areas of interest. Provide brochures.

Do they teach? Provide Eleanor Roosevelt fund brochures.

Are you interested in the legislative process? Provide public policy statement.

Etc.

3. Invite them to join AAUW . Provide them with a form and a pen.

4. Add on

Offer more information and promise to send it promptly.

Collect their name and address, if appropriate.

Thank them for stopping by. Give them a business card. Encourage them to call.

Shake hands.

From Diane: This needs practice.