



Setting Up an AAUW Information Booth

An attractive, interesting, well-designed display is one of the most important parts of attracting potential members to your display. A sign hanging on the front of the table is NOT going to do it.

Signage

- Make it large and post it at eye level
- Color and graphics are important
- Neat and professional looking

Information

- Have membership brochures (Association and Local) available
- AAUW membership applications
- Press releases about programs and projects
- Membership VP's business cards
- Guest book if requesting information or for later use

Display

- Think local visibility first - what might the local people react to? Children always attract attention.
- Photographs of - Scholarship recipients, award winners
- Photographs of speakers, groups involved or settings of projects
- Program brochures, branch yearbook etc.

A Branch Display Table – Under \$10 and Under 10 Minutes

Displays should be neat, colorful have several levels and easy to read signage. Think about your audience--it will help you to select. I am assuming you have a table.

Materials and tricks:

1. Use 2 packs of colored tissue paper or one pack and a display items such as a colorful scarf. (Less than \$3) Bring a large tablecloth that can be draped over your boxes etc. if you wish a more cohesive appearance.
2. Boxes of cereal taped together and wrapped in tissue make a nice platform. (No cost because you consume it after.) Obviously other suitable boxes are fine. If you need to weight the box use a can of something.
3. Soda bottle (if empty, it can be filled with water, otherwise as above). Makes a good prop.
4. Place some items flat on the table. You now have at least three levels--flat, propped and on the box platform.
5. Materials to use: photos, EF REPORTS, membership brochures, Focus (ask if you don't have some extras), newsletters, branch activity publicity, books to showcase a book group, etc. A tri-fold display board from the dime store or Staples is nice, but not a requirement. You can sometimes find them for \$6-7.

How To Get People Interested in Your Display

Just sitting at a booth will not get members! You must not only make the booth attractive and interesting (see other side) but you must be open and “assertive” in getting people to look at/show interest in your “product”.

This method works! Practice it at a branch meeting or committee meeting. Have someone play a disinterested party, an inquisitive party, a busy college student and all variety of people that may pass by your booth. The point is to not let them “pass by” your booth.

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 people saying one or more of the following:

- A greeting
- A positive comment.
- 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 they 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 a hundred thousand members and is committed to achieving equity for women and girls of all ages, races and creeds.
- Our Educational Foundation is the largest 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 they interested in the legislative process? Provide public policy statement.

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.