

How To: Run An Awesome Stall



Holding a market stall is a great way to promote your group, recruit new members, have fun with your team and get people in your community to sign petitions, voter pledges and surveys.

Here are some best practices to make your next stall a total success.

Why Have a Market Stall?

- Sign up more ACF supporters (more signers = more power)
- Recruit new group members
- Empower new group members
- Get visibility/publicity
- It's easy and fun to do

What to Bring With You?

Checklist of supplies you will need:

- 2-3 vollies at all times depending on stall size or space
- Copies of your petition/voter pledge/survey
- A few copies of our Conversation Guide
- Postcards/flyers*
- ACF Community stickers or badges* (all vollies should wear)
- Clipboards, notebooks or something hard and portable to use as a writing surface
- Pens (bring extra and make sure they work)

**Email us at community@acf.org.au and we'll send you some materials for your stall*

Checklist of supplies you might want:

- A table and chairs
- Table cloth (looks more professional)
- Lollies or baked goods (helps bring people over)
- Extra decorations/activities (creative art, face painting, etc)
- Stationery & supplies (markers, blue tack, scissors, tape, blank paper, etc)
- Sign(s) or banner with your group name or slogan
 - If possible, elevate the banner so people see from afar
- Camera (to document and share)

Where should you have a stall?

<p>At events such as:</p> <ul style="list-style-type: none"> • Markets • Parades • Festivals • Book launches • Educational forums • Concerts • Theatre performances 	<p>Outside of:</p> <ul style="list-style-type: none"> • Town Hall • Post Office • Library • University campus • Train station • Concert venues • Shopping centres • A busy street corner
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NOTE: As a rule of thumb, private property (eg: shopping centres, markets, etc) will require you to get permission. Call up the owner or ask to speak to the manager to get permission.

Using a public space can be easier but each town/city is different and many do require a permit to set up a table. Be sure to check your council website.

When should you have a stall?

- Busy time of day for your location (eg: train stations are busier in mornings and afternoon peak-hour on weekdays)
- During busy events



What to do before your stall day?

- Send an email invite to ask group members to help (1 week to a few days before)
 - If running a stall for more than a couple of hours:
 - Ask vollies to sign up for short shifts rather than the full day
- Call/email everyone who volunteers to help (day before)
 - Confirm that they'll be there and the time and meeting place

Feel free to use the email template below:

SUBJECT: (choose one)

- Up for a meaningful SATURDAY in SUBURB?
- Will you join us in the streets on SATURDAY?

Hi friends,

It's time for ACF Community GROUP NAME to take it to the streets! This DAY, we'll be raising awareness about our petition/voter pledge and collecting signatures at the LOCATION at TIME.

Can you join us DAY AND DATE?

Reply to this email right now or give me a call to let us know you're in.

[Add 1-2 sentences explaining why the reader should take action now.

- Why is it important for someone to come to this event and help out?
- What is the purpose of the petition and why do signatures need to be gathered?
 - Eg: *Volunteering now will help us reach our goal of XX signatures for our voter pledge before we meet with our Federal MP next week. This is our chance to show our MP that most people in our Electorate will be voting to stop pollution and protect our living world.*

When: DAY, MONTH DATE at TIME

Where: VENUE/LOCATION, ADDRESS, CITY, INSTRUCTION ON HOW TO GET THERE

RSVP: Reply to this message so we know how many people to expect.

Will I see you at the event this DAY OF THE WEEK at LOCATION at Time?

If you have a clipboard or two and some pens, bring them along.

Thanks for standing up for our living world.

See you on DATE at LOCATION,
YOUR NAME

Stall set-up checklist

- Put bags out of the way.
 - If at a table, put personal items underneath
 - If standing, street signs are a good resting spot
- Keep a folder to collect completed petitions/voter pledges in
- Position yourself in the flow of traffic without obstructing it
 - If near a doorway, stand 10m from the entry and slightly to the side
 - Greet people as they walk in
 - Ask them to sign when they leave
 - If at a train station, make sure you're not on the platform.
- ALWAYS STAND UP, even if you're at a table
 - Stand in front of the table (this reduces the barrier)
 - Make sure a vullie is in front of the table to reel people in
 - This vullie can bring them to the table and then engage with a new person

Pre-stall team huddle checklist

- Give an example of the hook, pitch and volunteer ask (**follow our Conversation Guide**)
- Have vullies practice the hook, pitch and volunteer ask in pairs
- Go over [ACF Community Stall Frequently Asked Questions](#)
 - May want to practice asking and responding in pairs
 - Remind new vullies it's ok to say "I don't know" and direct people to acf.org.au
- Set a group signature goal for the day
 - Rule of thumb:** Set a goal of collecting 10-20 signatures per person per hour
- Give each vullie a clipboard, pens and stickers and postcards to give signers
 - Give experienced vullies 2 clipboards (works well for approaching groups)
- Pair more experienced vullies with newer vullies

How to approach people

- Pick a person.
 - Aim for whoever you feel most comfortable approaching first.
 - When engaging pairs or groups (carry 2 clipboards)
 - Focus on 1 person
 - When they start signing, ask the others to sign too
- Smile and wave when the person is 10 metres from you.
- Follow our Conversation Guide
 - Reel them in with the hook
 - Start talking when they're 10 meters away
 - Hold the clipboard out facing them as they approach
 - Give the pitch
 - Gently hand the clipboard to them as you're talking
 - Give the volunteer ask
 - Say this once they start signing

ACF Community Stall Conversation Guide

The Hook: (This is how you should open the conversation)

- **Examples include:**

- *Hi, want to stop Adani's mega-mine?*
- *Hi, want to stop pollution and protect our living world?*
- *Hi, want to stop big polluting companies from damaging our climate?*
- *Hi, will you pledge to vote for candidates who commit to stopping pollution and protecting our living world?*
- *Hi, will you sign our voter pledge to stop pollution and protect our living world?*

The Pitch (This is how to explain what we're doing and how they can help)

*I'm a volunteer with ACF Community **GROUP NAME** and we're taking action to stop pollution and stand up for our forests, rivers, people and wildlife.*

*Right now we're working to get **(YOUR GROUP'S PLEDGE/PETITION GOAL)** people in this electorate to sign our petition/voter pledge so we can get **(YOUR ELECTORATE'S FEDERAL MP)** to vote for laws that stop pollution and protect our living world.*

Will you add your name in support?



IF IN DOUBT:

*We've already signed up **X** people in support. We just need **X** more and your signature will get us one step closer to that goal.*

Volunteer Ask (This is how to explain what we're doing and how they can help)

If you'd like to help even more, you can join our local group.

*Our next meeting/event is coming up on **DATE** at **TIME** at **LOCATION**.*

Can I count on you to be there?

IF YES:

Perfect! We'll send you a reminder email with the details.

IF NO:

No worries. There will be plenty of other ways to help support our efforts. We'll keep you posted of our progress and how you can help.

Thanks!

Things to Remember

- Petition now, socialise later
 - At the stall, keep focused on reaching your hourly signature goals
 - After the stall, invite vollies to socialise at a pub or cafe
- If you have a table, keep it uncluttered
 - Too few materials on the table is better than too many
 - Store extra materials under the table
 - Restock as needed
- Plenty of people will ignore you and that's ok
 - People are busy, it's nothing personal.
 - Keep smiling and move on to the next person
- You won't always know the answers to questions and that's ok
 - Just say 'I don't know'.
 - Hand them some info to take away
 - Direct them to the ACF.org.au
- It's ok if someone has already signed the petition
 - Thank them
 - Still give the volunteer ask
 - Offer them a sticker to wear
- Keep smiling and stay positive
- Avoid engaging in long conversations with people who don't agree
 - Every minute with them is a missed opportunity to sign up a supporter
 - Smile and thank them
 - Move on to the next person
- Windy day hack!
 - Put rubber bands around table materials
 - Use rubber bands on the bottom of petitions

What to do after your stall day

- Collect all the completed petition sheets in one folder
- Have a quick debrief for vollies to share their experience
 - What went well? What went not so well?
 - What did they learn? How did they feel?
 - Thank everyone and ask who will be at the next group meeting/event
- Take a photo or scan all the petition sheets ASAP
- Upload the photos using the ACF Community Uploader
 Tool: acf.org.au/upload
 - Check out our [How To: Use the ACF Community Uploader Tool](#)

