

Tabling for Change: Effectively Conveying Your Message



CLIMATEGENERATION
A WILL STEGER LEGACY

What is Tabling?

Tabling is a time-tested organizing tool that allows you to hold many one to one conversations with people that you know and don't know to build support and awareness of your campaign, project or group. Tabling is 2+ people standing around a table with materials, talking with people as they pass by. Successful tabling is actively reaching out to everyone that walks by with a well thought out message. This guide can help you develop an effective message to better reach and engage your intended audience.

1. Discuss and write down your answers to the following questions:

Who are you talking with:

Students, parents, community members?

What are you asking them to do:

Sign a petition, come to an event?

When will this happen:

At lunch on Wednesday? Tuesday and Thursday before school? Do other members in your club know about this?

Where will this happen:

Lunch? In the commons? Do you need to reserve a space?

2. Prepare your conversation outline:

Ask: (What is your 'stop' question)

Inquire: (What are you going to ask them so they are more meaningfully engaged in the conversation)

Inform: (Talk about what you are working on, why it matters to you, and how it fits with what they care about, if it does. Ask them to take action.)

Thank: (Thank them for talking with you and for taking action)

3. Get out there and talk to people. Your cause is worth organizing for!

Sourced from MPIRG and New organizing Institute Trainings, January 2015



2801 21st Avenue South, Suite 110, Minneapolis, MN 55407 | 612-278-7147 | climategen.org