

# Tabling for Fraternities & Sororities



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The purpose of an information table is NOT to give out your information, it's to get contact information of potential members on your Names List. Measuring success is easy: Count the number of new names with contact information that you added to your Names List. Whether you're tabling as an individual organization on the sidewalks of campus, or you're part of a big student organization fair, these tips will be helpful for you! Use the best practices below to make the most of your next information table.

## PREPARATIONS:

- Schedule information table times and locations weeks in advance.
- There may be several steps involved in reserving space.
- Arrange special needs such as electrical outlets or additional table space.
- Coordinate attire that is a slight step up from the people who will be visiting your table. Wear clothes that communicate your organization's brand (not necessarily "letters," but something that demonstrates the character and style of your organization).
- Request table dressings from catering or the group responsible for set up.
- Arrive at least 30 minutes early.
- Build a relationship with the volunteers organizing the event. They are valuable partners that can help your recruitment process.
- Location, Location, Location. Be the first or last impression and people are more likely to remember you. Look for corner and end locations near the entrance/exit that will have the maximum number of people walking by. A table location near food or activities that draw crowds are also a good choice.
- Build relationships with people who show up early and network with organization representatives at other tables. Tip: recruiting other organization's leaders is encouraged.
- Give yourself time to set up your table BEFORE potential members arrive.

## SET UP:

- Professional is best.
- Use a professional printer for brochures and marketing pieces.
- Hire a professional to design and/or create the exhibitor display and materials.
- Place any give away items or raffle items on the table as talking points.
- Buy/rent flat screen to play pictures/video highlighting your members and activities that showcase the organization (if table is indoors). Make sure you have access to electricity!
- Professional flags and banners are a nice touch.
- When high quality isn't possible, less is more! Literally, keep it neat and simple. Less is more.

**< Continued from Previous Page****PRACTICE:**

- Before people show up, take time to practice. Know your pitch, rehearse FAQs, confirm how you'll collect names, know how you want to use marketing pieces, and decide the action you want people to take after they leave your table.

**TECHNOLOGY:**

- Use ChapterBuilder ([www.ChapterBuilder.com](http://www.ChapterBuilder.com)). There's a free version and it's easy to set up.
- Customize your form to collect names and contact information in advance.
- Have a laptop on the table with the form pulled up. Have the same form ready on mobile phones of the members shaking hands in front of the information table.
- Customize and test text or email follow up templates.

**PRO TIPS:**

- If your table is part of an event with rows of tables. Slide the table forward 6" to create a visual advantage. Or, push the table way back and stand in the area where everyone else has their table.
- Use a clean, pressed table cloth over the table. Consider ruffled skirting around the table.
- Your table will look professional and inviting. The only other tables like it will be the registration table and food table. You are subconsciously inviting potential members to come to your table for help and resources.
- You'll have a discrete place under the table to keep supplies
- Order a customized "exhibit booth tablecloth" from an online retailer for less than \$200. Exhibit displays, custom tents, and marketing collateral add a professional touch. Consult your organization's national office for recommendations and preferred vendors.
- Give your chairs away! You won't need them since you'll be standing in front of the table. Bonus: If the organization you give them to sits behind their table, that's more traffic for you.
- Make it fun.
- Games like rock, paper, scissors help to break the ice. Wild questions, dares, silly games, and group challenges can be effective ways to draw interest, stand out, and engage people who otherwise may have ignored your table. Remember: The goal is not to "get your name out there." It's to get names on the list. If you surprise people, engage people, and make people's day they'll be far more likely to help you meet your goal.

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**WORKING THE TABLE:**

- Staff the table with 2-4 members. Give them specific roles at the table.
- Two members should generally be 3' in front of the table and 6' apart, facing away from each other. Their primary role is to shake hands with every person that walks by, introduce that person to a member with you, invite him/her to a follow up activity, and capture contact information.
- Two additional members should be walking around the area meeting people and bringing them back to the table. They are also building relationships with other organizations, learning what other groups are doing/saying, and working to maximize the effectiveness of future information table sessions.
- Have a helper's heart. Ask people where they are going or what they are looking for and offer sincere guidance. You'll build instant trust. Besides, it's the right thing to do.
- Rotate the member teams regularly to keep the people who are working the table fresh (e.g. 60 min shifts)
- Create competitions for the team of members that puts the most people on your Names List.
- Business cards may be a nice touch (but collecting contact information is 100x more important than giving out contact information).
- Think of a creative way to take a photo with people who you talk to at the booth. Tag them in a photo that you post to social media that day.
- Take a picture of the table and everyone working the information table for reference next time.

**FOLLOW UP:**

- Assign a member to watch your ChapterBuilder account and text people as they auto-populate your Names List.
- Have several small activities scheduled. Invite your new friends to attend while they're at the table. Tell them you'll send them a quick reminder text in a little while.
- E-mails are fine, but always be the first person to pick up the telephone and call after the information table session. A quick text or social media ping right after tabling is a nice touch, but it doesn't replace the personal touch of a phone call.
- Use a variety of contact methods: phone, email, social media, text message, thank you cards/formal invitations, "drop by" in person, etc.
- Organize a telephone calling session with members that night or the next day.
- Be prepared to follow up as many as 7 times in the first 10 days after meeting someone at an information table before assuming that person is not interested. This seems excessive. It's not.
- Use social media to find people who came by the table, learn more about them, and continue the conversation online that you started in person.
- Send a thank you card, quick video, or personal note to everyone who worked the table and everyone who helped with preparations to make the information table/event happen.

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- Arriving late and/or leaving early.
- Using last minute display materials that look like a 3rd grade science project.
- Failing to practice the script of what you'll say when people ask about the organization.
- Cluttering the table with trophies, composites, blankets, t-shirts, paddles, and junk.
- Underestimating the importance of smiling, shaking random hands, and having fun.
- De-valuing your brand by using cheap gimmicks to sell your organization (sex, alcohol, etc.).
- Sitting/slouching behind the table, waiting for people to come talk to you.
- Failing to build a list of names with contact information for follow up.
- Crowding the table with too many members.
- No social media engagement.
- Using paper or spreadsheets rather than ChapterBuilder technology.
- Giving away materials without getting their name and contact info.
- Thinking that a fancy, impressive-looking table will do all the work. You're in the PEOPLE business. Remember, the "table" area is just supposed to make it easier for PEOPLE to interact in authentic ways.
- Forgetting that even at the info table, most of the conversation should be about them.
- Poor conversations at the table due to lack of interpersonal skills and/or practice.
- Members "hanging out" and talking to each other, but failing to meet prospects.
- Dressing sloppy, overdressing, and/or inappropriate jokes/language/gossip.
- Creating a scene and/or drawing attention through antics is not success. Getting contact information from people that genuinely want you to follow up with them is success.
- Depending on the school/council/event host or someone else to do all the work for your group.
- Nothing planned in the next 48 hours to invite people who are interested to attend.
- Not following up. Or, sending one email/text then assuming they aren't interested.

**BONUS:**

Go for the big score. If your table is part of a bigger event, get the attendee/check-in list from the registration table or organizers. At an event with a lot of tables (e.g. activities fair, involvement fair, meet the Greeks, job fair, orientation) once you've called everyone that came to your information table, begin calling all the people that you didn't meet.

# About Us

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Phired Up (along with TechniPhi) delivers **TECHNOLOGY, EDUCATION,** and **STRATEGY** to help transform the way people join fraternities and sororities. Our team of passionate fraternity/sorority professionals are engineers of a growth system that makes fraternities and sororities safer, healthier, and stronger. We want to help every chapter and every potential member feel the impact of that system.

Want to learn more about how we can help your Organization, Community, or Chapter? Visit our website at [phiredup.com](https://phiredup.com) or click on the link below.

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