

RUNNING A RECRUITMENT STALL - SOME HANDY TIPS

Please use this link below and watch the video on how to run a Recruitment Stall

<https://www.girlguiding.org.uk/making-guiding-happen/growing-our-membership/recruitment-and-growth-toolkit/running-a-recruitment-drive/running-a-recruitment-stall/>

The video goes from the purpose right to planning and running the stall. It's all in the planning. Remember resources are available in your Area, banners and bunting but also available from County Office. You can also order your own leaflets from Trading which are free to hand out on your stall.

Setting up on the day

Get a great group of volunteers to help you on the day (many hands make light work). Make sure you are there in plenty of time to set up your stall and have liaised with the organisers well in advance about what space you need and what you are offering - if there is a goody bag being handed out see if you can put leaflets inside or if there is a programme see if you can be advertised in it.

Always make sure you work with the site organisers and be as helpful and grateful as you can - again they will remember who it was that said thank you and was polite and kept their area clean and put on a good display.

Once set up, go around the event and introduce yourself to other stall holders, tell them what you are offering today (if you are running activities) and find out what they do - you never know they might be able to point people in your direction as well and vice versa. Networking is key.

At the event

If possible, wear name badges so people know who you are. Find out about them listen and give them time to talk and ask questions. Remember it's about them and how they might help the organisation - you are not selling a product or service.

The County has invested in t-shirts that can be borrowed for outside events - if not make sure you are wearing uniform which is smart and representative of the organisation.

Work with your team as to who is going to be doing what on the day - ie. Doing the activity, handing out leaflets and talking to people, behind the scenes collating any referrals, stocking up and being available to help. Support each other with everyone pitching in.

Make sure you factor in breaks for the team but ensure the stall is still manned.

Enjoy yourselves, this energy and enthusiasm will feed off to people and they will become engaged.

Remember being open and friendly is the key - don't sit behind a table be welcoming and say hello. You are not expected to know everything, but it is worth a look at the Girlguiding Website to get up to date on all current news.

Don't sit staring at phone or tablet - put them on silent for when you have your break. Nothing worse than a phone ringing whilst you are talking to someone.

Remember on that day you are always the face of Girlguiding Derbyshire even when taking breaks. Please keep negative emotions, comments/opinions as feedback after the event and not voiced whilst there. Yes, we all human and know there can be some tricky customers but stay professional and keep that poker face.

Some top tips

- **Confident** - we offer amazing opportunities for girls and volunteers so there's plenty to talk about. Use our Girlguiding Key Message to talk about who we are and what we do. If you're not sure about something don't be afraid to say you'll look into it and get back to them
- **Professional** - keep the stall tidy and follow our promotion stall guidance
- **Passionate** - your passion for helping girls and young women reach their potential is our biggest recruitment tool. Practice your 'Girlguiding is...' pitch beforehand.
- **Inclusive** - it's important to share that we are for all girls and that we welcome a range of volunteers and supporters.
- **Flexible** - find out what the stall visitor is looking for and think flexibly about how they or their child could support or join guiding.
- **Welcoming** - remember to smile, make eye contact and think about your body language. Be active and engaging. It's useful to have something small to give away as a reminder for visitors.
- **Prepared** - pre-plan questions to engage people looking at your stand. For example, what sort of volunteer role are you looking for? But don't be too rehearsed

After the Event

Have a debrief and think about what worked well and what you would change. Follow up on any leads as soon as possible and shred data thereafter. Celebrate a great event and look to the next one.