

SFOC

SLOW FOOD ON CAMPUS HOW-TO GUIDE

Checklist:

- Create a schedule
- Rent a table
- Gather materials for the table
- Set up the table
- Smiles on and conversation ready

Table Effectively

Shared by Slow Food USA's national office

About

SFOC chapters should take advantage of opportunities both on-campus and in the surrounding community to set up a table and tell people about the slow food movement and what the chapter is currently doing to change the local food system. Setting up a table at an event on campus or in the community is an effective way to publicize the chapter, recruit new supporters and raise funds.

How-To

1. *Set a goal for your tabling session.* Decide on the important points to communicate at your table before the chapter even sets up for the event.
2. *Be strategic.* Partner with interesting, fun and/or unusual events. Representing at an unlikely event will help the chapter reach other people and organizations that may not come to a general information session. Once you've selected an event at which the chapter will table, be strategic about where the table is set up. And, when tabling in general, consider logical and smart locations: outside the dining hall, in a crowded student center or even at a concert.
3. *Equip your table.* Make sure it's attractive, eye-catching, and outfitted with whatever literature and printed information is necessary. It always helps to distribute something people can take with them after they've visited the table. Local, seasonal, fruits and veggies, anyone?
4. *Train your volunteers.* Double-check that everyone knows the necessary information for answering questions about Slow Food USA and the event or initiative the chapter is promoting.
5. *Engage with passersby.* Make eye contact, smile, and get their interest with specific relevant questions like "Have you heard about what our SFOC chapter has been up to this semester?" or "Are you interested in getting more local produce in the dining hall?" At the same time, don't be too pushy. Remember that some people might be interested but will want to browse rather than discuss specific issues.



Slow Food USA®