

# Street stalls and leafletting

Publicity stalls are a great way to enlist support for your cause, raise funds and recruit members. They provide your group with a visible presence and give people the chance to find out what you're all about. All that's needed are a bit of preparation, materials and people to staff the stall.

## Where and when?

Choose a busy spot where people can hang around and chat, for example the local high street, outside the town hall or in the market square.

Saturday is a good day for street stalls, though stalls at festivals and other events also work well.

## Plan ahead

To ensure the smooth running of the stall have co-ordinators look after the following areas:

- **Staffing:** Draw up a rota in advance. Two hour slots with 2-3 people each work well.
- **Materials:** Organise relevant leaflets, sign-up lists, table, banners, collection tins, posters etc.
- **Setting up/taking down:** Make sure all materials get there and back again.

## Get noticed

Make your stall attractive and eye catching. Look approachable and easy to talk to.

- Put up colourful banners as a back drop. Put up A3 posters relevant to your message around the stall and on display board.
- Keep your stall tidy and organised looking. A paste table covered with a clean cloth works well.
- Make sure you have enough relevant materials for people to take away.
- Don't have too many people on the stall as this can look intimidating. A couple of people behind the stall and a couple of people leafletting is plenty. If lots of your mates start hanging out, ask them politely to continue their chat elsewhere.
- Hand out cakes, balloons and stickers.

## The weather

Any sunny day might suddenly turn into a thunderstorm and drench your lovely stall. Be prepared! Use elastic bands/string to hold down leaflets in windy weather. Have large plastic pockets or a large plastic sheet ready to cover up paper should it start to rain. Dress warmly in winter. Bring food and a thermos.

## Talking to people

Keep your body language relaxed, friendly and approachable.

Your opening line is crucial - use open questions such as 'What do you think about...!' rather than yes/no questions. Aim to enter a conversation.

Remember you are trying to interest people in your campaign, not win arguments.

Read up on the issue and read your own material that you are handing out!

If you cannot answer a question take people's name and contact details and promise to get back to them with an answer.

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