

TIPS FOR HOSTING A MARKET STALL

Holding a market stall in your local community is a great way to promote your group, build your membership and get people in the community to take action on campaigns.

Here are a few tips and things to think about to make your stall stand out from the competition.

Make your display eye-catching and fun

- Have an interactive action that people can take. Signing a petition is great, but mix it up and has some fun. Do a photo action or have a creative activity at your stall.
- Make sure your stall is welcoming and draws people in. Balance your display, so that it's around eye level, and make sure that you can see everything, even from a distance.
- Have a lot of materials? Your display shouldn't be too cluttered, so if you have lots of materials put a few out on the table and have extras nearby to replenish stock when needed.

Make an impression

The key to a good market stall is to be welcoming and engaging.

DO

- Smile and make eye contact – simple smile and approachable demeanour can go a long way! Make an effort to greet people passing by and make eye contact – a potential member may continue walking if they think you don't want their support.
- Have some stuff to give away. Flyers, post cards, lollies, badges, tattoos and stickers do the trick.

DON'T

- Stay standing behind the table the whole time. The table is a barrier between you and people at the market. Get creative and move the table to the back of the stall or on the side, so you can actively engage with and approach people walking by.

Advertise your stall

- Use your creative flare to make posters, flyers or postcards to advertise your stall. You can also use social media (Facebook, Twitter, Instagram, etc.) to spread the word, and call on friends and family for their support on the day.