



**How to**

**HOST A BOOTH OR TABLE  
AT A COMMUNITY EVENT**

**Panda** *Ambassadors*



Hosting a booth or table at a community event is a great way to meet and interact with potential environmental advocates. It will give you the chance to share information about WWF and the issues you are most passionate about one-on-one in a low-pressure environment. Tabling an event is also an excellent first project for new Panda Ambassadors.

## Step 1. Find and research local events

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If you don't have an event in mind already, time to do some internet research. Start by checking the event calendars of your local newspapers, community blogs, and civic organizations. Choose something that's at least a month or two out so you have time to prepare and get materials from WWF.

The event you choose can be environmentally themed, but it doesn't have to be. If your goal is to attract people who aren't already diehard environmentalists, think about choosing an event with a completely unrelated theme. This can be anything: music festivals, food festivals, craft fairs, pride events, holiday markets, amateur sports events, political rallies, block parties – anything where people show up and have time to wander around.

Once you find an interesting event that's far enough out on the schedule, get some more information. Most events will have a website or at least a contact number for potential vendors to get more information. Contact them and ask for vendor pricing and details. Be sure to let them know that you are reaching out on behalf of World Wildlife Fund, a nonprofit organization. Many events will have reduced fees for nonprofit groups, or they'll waive the fee entirely.

Here's the information you'll need to request:

- Event fee for nonprofits
- Anticipated number of attendees
- Deadline for registration
- Booth dimensions and setup—is a table included?
- Any rules or requirements for exhibitors

## Step 2. Consider what materials you'll need

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Decide what you want to focus on while hosting your booth. You can talk about WWF as an organization, or you can pick one or more issues that you'd like to talk about specifically. The focus you choose will help you decide what materials and decorations you'll need.

### *Look of the booth*

People all over the world recognize our panda logo, so make full use of it to get attention! You'll want to wear your WWF shirt, but you may also want a banner or some posters.

### *What you want from visitors*

This is a great opportunity to start building a local WWF support network. If you talk to people who are interested in learning and doing more, be ready to collect their information—name and email address at least. Consider creating a simple form where people can opt-in to the WWF email list, opt-in to hear about local events and opportunities, or both.

### *What you want to give visitors*

What do you want your visitors to walk away with? This could be WWF swag, like temporary tattoos or stickers, or it could be information like pamphlets or handouts.

## Step 3. Contact WWF for support

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Once you've collected all your information and decided what materials you'll need, contact WWF by filling out [this form](#) and let us know you're interested in tabling an event.

Even if you found out that the fee for a table is over your budget, still fill out the form. WWF may be able to cover some or all of the cost if we think it's a worthwhile effort. Also let us know what you'll need for the booth that you don't already have or can't make yourself. We'll do our best to provide all the supplies you need.

Once you submit the form, someone from WWF will review your information and get back to you within a few days.

## Step 4. Work out logistics

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### Staffing

It's totally possible to work a table at an event by yourself, but it's a lot easier and a lot more fun with a buddy. You'll have someone to talk to if traffic is slow, and someone to watch the booth if you need to use the bathroom or check out the rest of the event. If it's a long event, you may even want to take shifts.

### Environment

If your event is outside, be prepared for any kind of weather. Hopefully you'll be in a covered tent, but if not, bring umbrellas, a hat, and plenty of sunscreen. Make sure you also have water and snacks.

### Security

People will walk off with anything that isn't bolted down to your table. If you'd be sad to lose it, don't bring it! Keep your phone, wallet, and valuables on your person.

## Step 5. Meet people, talk about the issues, and have fun!

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Write out a few bullet points with main messages you want to get across. You may want to think of a few specific questions to ask as people walk by, like "Have you ever thought about how we're contributing to climate change?" or "Do you want to help save threatened wildlife?"

Be friendly, polite, and have fun! Put your phone away, make eye contact with people, and share your passion for the environment. Most people will keep walking past when you talk to them, so don't be discouraged. If someone seems interested, find out what issues matter most to them, explain how they can help, and see if they are willing to share their contact info. If you connect with even a few people, consider the event a success.

## Step 6. Keep your new contacts engaged

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If people sign up for the WWF email newsletter, send that list to [panda.ambassador@wwfus.org](mailto:panda.ambassador@wwfus.org) as soon as possible. If they signed up to be notified of local events, send them an email in the next few days thanking them for being willing to help, and letting them know you'll be in touch with future opportunities.

Then, the next time you table an event, give a presentation, or host a fundraiser, contact your list and ask if they want to be involved.

## Step 7. Share your experience

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After the event is over, log on to the Panda Ambassador Facebook group and let everyone know how it went. Would you host a table at this event next year? Why or why not? What were people most interested in? Were you able to make some new local contacts? What would you do differently next time?