



DELTA UPSILON

INTERNATIONAL FRATERNITY

RECRUITMENT TABLING GUIDE & CHECKLIST

PURPOSE OF TABLING

The goal of tabling **is NOT** to hand out information about the chapter. The goal **IS** to meet PNMs and add them to the chapter's names list, which means **success is measured** by the number of PNMs that are added to the names list.

PRE-TABLING PREPARATION

- Reserve the table space 3–6 weeks in advance
 - Ideally, choose high-traffic locations
- Confirm any needs for the table
- Know campus rules for tabling
- Identify attire for those who will be tabling
 - Wear DU shirts, sweatshirts, etc.
- Know your “script”
 - Every member who is tabling should have an answer to:
 - “What is DU?”
 - “What makes DU different?”
 - “Why did you join DU?”

TABLE SET-UP

- Simple, clean layout on table
 - No clutter
- DU flag, banner, chapter awards, etc.
- Small giveaway, if able
- Laptop with form open so PNMs can input their contact information

WORKING THE TABLE

- Ideally, 2-3 members are at the table.
 - Two members stand in front of table initiating conversation
 - One member behind the table making sure to get contact information, continue conversation, etc.
- Smile, shake hands, initiate conversation.
- Keep conversation 80% about the PNM.
- Collect contact info before they leave.
- Invite PNM to follow-up events or make sure they know when the next touchpoint will be.
- Ask good engagement questions.
 - “Are you looking to enhance your college experience? If so, how?”
 - “What are you looking to get involved with?”
 - “What do you want your time on campus to look like?”

SOCIAL MEDIA & ENGAGEMENT

- Take and share photos to social media throughout tabling.
- Post table set-up and encourage people to stop by.
- Post prior to tabling to let people know when and where you will be tabling.

FOLLOW-UP SYSTEM

- Send personalized text within a couple hours.
- Invite PNMs to upcoming invite or opportunity to connect with members (i.e. dinner).

COMMON MISTAKES TO AVOID

- Showing up late to table
- All members sitting behind the table
- Table looking cluttered
- Members only talking to each other instead of PNMs
- Not collecting PNMs contact info
- No intentional follow up with PNMs

QUICK CHECKLIST

Before the Event

- Reserve tabling space
- Confirm who will be present at table
- Identify top talking points
- Post to social media

At the Event

- Stand in front of table
- Initiate conversation
- Keep table professional
- Collect PNM information
- Invite PNMs to events or next opportunity to connect with chapter
- Take photos for social media

After the Event

- Follow-up text to PNMs
- Debrief with members who tabled
- Post to social media