



How to Recruit

Never Stop Recruiting

The key to building and maintaining a successful chapter is to consistently recruit and expand your membership base. Your group is only as strong as its members, and it is in your interest to have as many members as possible. One of the primary ways to ensure that your group is always growing is to consistently recruit new members while tabling and hosting activism events. **Whenever you organize a chapter activity such as a meeting or event, be sure to have a clipboard with a sign-up sheet ready to go** (always take down their First Name, Last Name, Phone Number, and Email). Never miss out on an opportunity to recruit new members.

Recruitment Strategies

ACT for America encourages every chapter to table or clipboard/petition on a regular basis. Tabling/clip boarding allows you to educate your peers about important issues, initiate powerful public policy discussions, recruit new members for your club, and have a great time with your members. Remember we are all about patriotism, love of country, and keeping America safe. Below are some tips to make your tabling experience as positive and effective as possible:

- Organize a team of activists to help you. Tabling is a lot to take on by yourself. Before you organize your tabling event, find a core group of activists to help you. Effective tabling usually requires at least 2-3 people. If you plan to table for several hours, you may want to schedule shifts so that the table is staffed throughout the day and your team doesn't get tired.
- Pick a good location. It's important to select a high-traffic area to set-up your table or clipboard. Some common areas include popular public parks, outside major sporting events, churches, outside grocery stores, etc.
- It is best to table on weekends when people are off of work and outside. We recommend tabling within the hours of 11am and 5pm.
- Be prepared with the proper supplies. Effective tabling requires the right supplies. ACT for America offers a wide variety of tabling supplies at a reduced cost to chapters such as posters, buttons, stickers, giveaways, and informational flyers and booklets. You can order these supplies at www.shop.actforamerica.org. Please allow 1-2 week(s) for delivery. If you're tabling at a big event like a county



fair, be sure to have hundreds of giveaways, posters, buttons, and stickers. You will go through materials faster than you can imagine!

- Be sure that your members are well-versed in policy/talking points. Prior to tabling it is important to ensure that your activists are well-versed in the issues that you will be discussing. Nothing is more unprofessional (or damaging to our movement) than having unprepared activists making illogical arguments. Do your research ahead of time so that your team is well-versed and prepared to discuss and debate the issues. Develop a few talking points for everyone to use so that your message is uniform. Be sure to communicate these talking points to everyone who will be recruiting. If you're short on time, ask your members to watch a quick video on the topic (videos by ACT for America, and PragerU are great for this).
- Have sign-up sheets ready to go and easy to access. As you are recruiting you will meet people who express interest in your cause and/or group. Be sure to make these people a top priority and collect contact information (name, cell phone number, and email) from each person. You can collect sign-up information on sign-up cards/sheets, a laptop, or tablet. Whatever you do, make sure that your sign-up method is reliable and easy to use.
- Stand in front of your table (if you are tabling). It is easier to engage people in conversations if you're able to approach them (respectfully, of course).
- Think of engaging questions that you can ask people as you approach them. Some questions we suggest include:
 - "Do you care about our countries national security?"
 - "Have you heard of ACT for America?"
 - "Do you think the Constitution is under attack?"
 - "Do you think people who immigrate to America should be vetted?"
- Be friendly and cheerful to everyone who walks by, even if they disagree with you. It is hard to ignore people who are friendly and kind.
- Put your phone away. If you are texting while tabling you will miss valuable opportunities to connect with people who may be interested in your club. People will be much more willing to talk to your team if cell phones are away and everyone looks approachable.
- Follow-up ASAP with your new members. After recruitment, be sure to enter each new sign-up into your membership database. Once you have entered the new sign-up information, be sure to follow-up with a text or email inviting them to



a meeting or event. It is important to follow-up within 72 hours before people lose interest or forget their interaction with your members.

Tabling 101

ACT for America is 750,000 members strong, but we need to continue to grow in ways other than just chapter meetings and on social media. Tabling is an easy and fun way to reach new people who share our stances on national security.

This is a tactic the left has used for years and it has been incredibly effective for them, there is no reason we cannot use this same tactic for our own movement!

1. Materials Needed

1. Clipboards
2. Pens
3. Petitions
4. Voter registration forms
5. Sign-up sheets for your chapter
6. Duct tape
7. Table
 - i. An alternative to setting up a table is walking around an event with clipboards
8. Poster (e.g. *Voter Registration, Open Eyes Save Lives*)
9. Fold up chairs (optional)

1. Where to Table

1. Community events
2. Public sidewalk near grocery stores/malls
3. Gun shops/gun shows
4. Outdoor sports events
5. Town halls
6. Ask business owners if you can set up a table outside their business
7. Local political rallies
8. Events hosted by like-minded groups in the community
 - i. Example: If your local TEA Party chapter is hosting a speaker or having their annual Lincoln Day Dinner ask them if your chapter can set up a table.

1. Volunteers

1. Minimum of 2 volunteers
2. Designate 1 volunteer to take pictures



3. Assign which volunteers will bring what items
2. Activities
 1. Bake Sales
 2. Polls
 3. Raffles
3. Instructions
 1. Set up your table in a public place or get permission from an owner
 2. Tape a poster to the front of the table and place your materials on top – make sure your poster says “ACT for America” with the location of your chapter as well (Dallas, Jacksonville, Brooklyn, etc.).
 3. Actively engage with people as they walk near your table
 - i. *“Have you heard about the Open Eyes Save Lives campaign?”*
 - ii. *“How do you feel about securing the border?”*
 - iii. *“Do you feel safer after 9/11?”*
 - iv. *“Have you heard of ACT for America?”*
 4. Use the engagement question to get people to stop and talk with you
 5. Introduce yourself and tell the person why you’re there
 6. Invite the individual to sign-up and join your local chapter (at bare minimum always take down their First Name, Last Name, Email and Phone Number)
 7. Follow up with anyone who signs up
 - i. It’s best to follow up within 3 days or people who may have been fired up will lose interest
1. **Take Photos**
 1. **Take pictures of people talking to your volunteers at the table, take pictures of your table set up and helpers smiling next to it, and of excited new members who just signed up.**
 2. **Send your photos to pictures@actforamerica.org with a caption**
1. Helpful Tips
 1. Be friendly, polite, and non-confrontational
 2. When talking with people, make sure to stand in front of the table.
 3. Ask everyone who walks by a question – never expect people to talk to you first.
 4. This activity is best for volunteers who enjoy talking to people