

How To Table for The Big Cat Rescue

Want to share Big Cat Rescue's mission at an event in your community? AdvoCats are welcome to table on BCR's behalf in their community. Tabling at events is an effective way to introduce Big Cat Rescue to new audiences, bring awareness to both our sanctuary and our cause, and educate the public on how big cats are kept. AdvoCats will not only have the opportunity to learn more about the issues facing big cats and strengthen their networking and community outreach skills, but they will also increase Big Cat Rescue's capacity to end abuse of big cats in captivity.

Steps to Tabling for BCR

1. Read this How To guide.
2. Identify and register for an event.
3. Submit a [Tabling Materials Request Form](#) no later than two weeks prior to the event.
4. Prepare supplies, materials, and plan.
5. Have a great time representing BCR on the day of the event!
6. Email the Director of Outreach event photos.
7. Return any unused materials and relish in your success!

Before the Tabling Event

- Questions? Contact the Director of Outreach at Jennifer.Leon@bigcatrescue.org
- It is imperative you both understand and support the mission, approach, and policies of Big Cat Rescue so you can represent these policies accurately to the public while you're tabling.
- Ask the Director of Outreach if there is a current action specific to your community/city/state that you should inform attendees about.
- Know the location of the venue, load in/out times and where to park. Check with the venue to determine whether the venue will be supplying a table. If a table is not provided, you will be responsible for bringing one.

During the Tabling Event

- Wear your BCR AdvoCat or Volunteer t-shirt.
- Arrive early to allow yourself enough time to navigate to the tabling location. Many attendees will arrive early and this will be a great opportunity to speak with them.
- Arrange the table before the crowd arrives.
- Please do not leave personal belongings out in plain view and keep an eye on the BCR Newsletter and/or AdvoCat sign-up forms at all times. If you go to the bathroom, take your personal belongings and the sign-up forms with you.
- Be approachable and personable. Engage attendees with courtesy.
- Smile and greet people as they walk by; stand as much as possible.
- Let your enthusiasm for Big Cat Rescue shine—your eagerness will encourage others to want to get involved and be a part of our mission.
- Approach people by introducing yourself and asking them a question (e.g. "Hi, my name is Jen. Are you familiar with Big Cat Rescue?"). Many people who would not stop at our table can be encouraged to stop if you initiate the interaction.

- Ask people to sign up for our quarterly newsletter or our monthly AdvoCat email so we can connect with them on ways to get engaged to help big cats. Surveys suggest that people are far more likely to get involved simply because they were asked.
- Answer questions to the best of your ability, but don't make up or guess an answer to a question. If you're not sure of the answer, or if the question is posed in an antagonizing manner, write down the person's question and contact information and refer the question to the Director of Outreach. You can always say, "I don't know the answer to that, but I'll make sure a staff person gets in touch with you!" This is much better to say than to risk providing the wrong answer.
- If someone comes across as argumentative, don't focus on negative or accusatory information; instead, talk about the good we're doing. Remain calm and realize you cannot win everyone over. It's not an effective use of the short time at an event to spend too long engaging with this person. Thank the attendee for stopping at the table and move on to the next person.
- Please stay at the table for the entire time; don't begin packing up or leave until the event has come to an end. Please don't leave the table unattended for more than a brief period of time, and if possible, leave a note indicating when you will return.

After the Tabling Event

- Allow 15-20 minutes for breaking down the table and re-packaging the materials.
- Remember to email pictures to Jennifer.Leon@bigcatrescue.org.
- Please return any large amounts of unused materials to:

Jennifer Leon
 Big Cat Rescue
 12802 Easy St.
 Tampa, FL 33625

Required Tabling Supplies

- Big Cat Rescue materials: Order via the [BCR Tabling Materials Request Form](#).
- Inexpensive plastic tablecloth.

Optional Tabling Supplies

- Pens for sign-up forms.
- Folding chairs and/or canopy tent, if not provided by venue.

Tabling Materials Request Form

If you would like Big Cat Rescue materials for community tabling events, please submit a [Tabling Materials Request Form](#) online. Once submitted, your request will be reviewed and we will follow up with you if we have questions. We are more than happy to provide you with access to these materials but please be prudent about the type of materials and the quantity you request; we ask that you be mindful that printed materials cost BCR money.

Tabling Materials Request Form link: <http://goo.gl/forms/umfbdXOSmy>