

Public Tabling Events

Public outreach events serve many functions and are an important part of W.O.L.F.'s mission. Not only does this serve as an introduction to our organization, generating potential supporters and donors, it also provides opportunities to educate the public about wolves in the wild and the captive wildlife crisis while raising funds through the collection of donations or sale of merchandise. More importantly, this enables us to add people to our mailing list in order to keep them informed about W.O.L.F. and encourage them to continue to support the organization.

General Considerations

Talking to visitors

- Never neglect a visitor. Always greet them courteously.
- Remember while at the event that you are representing W.O.L.F.'s views and opinions not your own.
- Answer questions to the best of your ability and as factually as possible. Do not be afraid to say that you don't know an answer to an inquiry.
- Be mindful of what information you are providing to the public and how. Miscommunication or misunderstandings can damage the way we are viewed by the public, which directly affects our ability to function.
- Some information you may be privy to may not be appropriate to share with public. If you are unsure if you can talk about a particular subject, check with staff or direct inquiries toward staff or a senior volunteer.
- Engage visitors in small talk. Ask them if they have heard of W.O.L.F. or if they would like to play one of the games.
- Encourage visitors to take our print literature and/or join our e-newsletter mailing list.

Dealing with argumentative visitors

- Do not engage in arguments with visitors.
 - People may stop by the booth that have strong opinions about wolves or the wolf dog issue that may differ from W.O.L.F.'s or your own.
- Stay calm and try to remain unemotional during the conversation.
- Listen respectfully to their comments, acknowledge their side and present the facts as calmly as possible.
- Do not try to change their minds if it will only escalate the conflict.

Other Responsibilities

- Keep your eyes on the merchandise.
- When there is down time, do other chores such as organizing inventory, restocking handouts or merchandise on the tables.
- After you finish your shift, please sign the volunteer log in the tabling event materials tote with your name, hours, and drive time.

Merchandise Sales

General Information

- **All sales should be made through Swipe Simple, even cash or check sales!**
- Make sure to let them know that the money from the merchandise sales goes toward running the Sanctuary and caring for the animals.
- All items have a 3-digit code and will be listed as such in Swipe Simple. There will be a tag on each item that will tell you the 3-digit code.
- All sales tax is included in the list price for the merchandise.
- Place all cash and checks into the cash box.

Using Swipe Simple to Make a Sale

- The Swipe Simple card reader and charger is in the bottom of the cash box.
- Make sure the Swipe Simple card reader is charged and plugged in to the audio jack of the W.O.L.F. iPad located in the newsletter tote. The login information for the W.O.L.F. Swipe Simple account is inside the cash box.
 - If the iPad or Swipe Simple card reader are not charged or have a low battery there are portable chargers in the bottom of the cash box.
- Go to the “Items” tab and find the 3-digit code(s) associated with item/s to be purchased from the list. You can also search for the 3-digit code quickly at the top.
- If the item is not in the list, select the “Quick Item” tab and enter the dollar amount.
- If a discount needs to be applied, select “Cart” and click on each item individually and “Manage Discount.”
- Once ready to charge, select “Charge.”

Taking a Cash Payment

- If it is a cash purchase, select “Cash” and enter the amount that the customer gives you, not the amount that the purchase costs. It will tell you how much change the customer receives.
 - If the customer gives an amount greater than the sale and says, “Keep the change,” consider the extra amount a donation and take that amount from the cash box and put it in the donation jar.

Taking a Check Payment

- If the customer wishes to pay by check, use the “Cash” option and enter the exact amount of the check. Write on the bottom of the inventory checklist the check number and the items purchased and the customer’s phone number. Write on the memo line of the check that the check was for a merchandise purchase.
 - If the customer includes a donation with their purchase and uses a check, indicate how much of the purchase was a donation on the inventory checklist. Write on the memo line of the check, the amount for the purchase and the amount for the donation.

Taking a Credit/Debit Card Payment

- If it is a credit/debit card purchase, insert or swipe the card through the reader. If the reader does not read the card, select “Keyed Entry” and enter the details manually then select “Charge.” The customer will then sign with their finger if the transaction is over \$25.

Finishing the Sale

- At the end of the transaction, the customer will select if they want an emailed receipt and if so, will enter their email.
- Thank the customer for their purchase and ask if they would like a bag for their merchandise.
- Take the tag off the item(s) and put it on the ring located in the cash. The removed tags, sold merchandise, scales in Swipe Simple, and cash in the cash box **should all match up!!**

If Swipe Simple Isn't Working

- If the customer pays with cash or check, write on the bottom of the inventory checklist the payment method, the items purchased and the amount paid. If paying by check also include the check number and the customer's phone number.
- If the customer wants pay with a credit/debit card, write down the number, expiration date and CVV number, the full name on the card, their billing address, and the customer's phone number. If the customer would like an emailed receipt, write down their email address.

Accepting Donations

Donations are the heartbeat of the organization. Please thank any visitor who gives a donation and encourage them to take a wristband. All cash donations should be put into the donation jar. If someone donates a large sum of money that you feel uncomfortable leaving in the donation jar, put it into the bottom of the cashbox where the Swipe Simple reader is kept. It is also important that all donations are kept separate from merchandise sales for accounting purposes.

The Booth

Picking up/dropping off tabling supplies

- If you are the person picking up or dropping off tabling supplies, you must coordinate with staff to do so, as access to the storage unit requires a key.
- In the storage unit, the tabling supplies are located on a single shelving unit on the right side of the unit just beyond the filing cabinets. The tables themselves are on the back wall.
- All materials and merchandise needed for the event will be on this shelving unit. There will be a list of the items that need to be taken to the event.

- If using the tent, be sure to grab the tent weights and small black tote with a handle that includes bungee cords.

Setting up the Booth

- Arrive at the event 30 minutes to an hour before the event starts to allow ample time for set up. For multi-day events, they may allow the booth to be set up the day before.
- Set up the tent first and make sure to bungee the tent weights to the legs.
- Set up the tables and tablecloths (either 2 or 3 depending on how much room you need for displays).
- Hang the W.O.L.F. Sanctuary sign either along the back of the tent or on the front of one of the tables.
- Use one table for educational displays (green tote & artists case).
- Include newsletters, brochures, any fundraiser event flyers, kids' activities (word search, etc.), e-newsletter/volunteer sign-up sheets, posters/games, educational aides and donation jar.
- Clearly separate regular merchandise from special and sale merchandise.
- Hang up at least one of every size and color of every style of clothing if there is room to do so on the clothing racks.
- Place the totes of merchandise under the merchandise tables where they can be easily and quickly accessed if needed for making sales.
- Examples of each type of clothing can be put onto hangers and hung from the side tent to display the clothing if there is room to do so.

Closing Down the Booth at Multi-day Events

- Put up the sides on the tent so that everything is hidden from view of the public and lower the tent legs to its lowest setting.
- Put anything paper back into the totes.
- Lay the posters flat on the tables.
- Cover the merchandise and educational displays with the tablecloths.
- Pack up the cash box, iPad and donation jars to bring home. Make sure to get these items to the person opening the booth the next day.

Tearing Down the Booth

- Pack all of the merchandise back into the appropriate totes.
- Put the educational aides and small easel stands back into the **Green Education Tote** in the order indicated in the pictures on the lid of the tote.
- Pack the posters back into the **Black Artist's Cases** making sure you have collected all of the pieces that go with them. Put the easels for the posters inside as well.
 - If using the standing roll banner, it will also go inside its bag and then inside the large artist's case.
- Pack the tabling supplies (newsletter stand, brochure stand, etc.) back into the **Tabling Event Tote with the Gray Lid** in the order indicated in the pictures on the lid of the tote.
- Put all newsletters, kids' activities, flyers, etc. inside the newsletter **Tote with the Black Lid**.

- Put all bungee cords and ropes in the **Small Black File Box** with a handle as indicated in the picture on the lid.
- Take down the W.O.L.F. sign. *Make sure to roll the sign.* Do not fold! It goes inside the cardboard tube and will go in the zipper pocket on the outside of the tent bag.
- When placing the tent back in the bag, please be gentle. The rolled-up tent walls go in the zipper pocket on the outside of the bag.
- If any item is wet (tent walls, clothing, table cloths, posters, etc.), please inform staff so we can air them out or wash them.