

## GUIDE FOR “MANNING” A VFI BOOTH

Revised 9.14.17

If you have an opportunity to represent VFI as a vendor at a booth at an event, such as an Israel Fair, here are some suggestions and guidelines:

1-First, contact your local area manager to go over the details. See **Contact** at [www.vfi-usa.org](http://www.vfi-usa.org)

**2-See if you can find someone work with you so you can take a break.**

**3-Inventory your materials far in advance, so you will have time if you need to order some. Contact Richard Bernstein in our New York office (212-643-4848).**

**4-IMPORTANT: Do not leave anything valuable on the table, even for a minute—especially a cell phone or a camera. Most people are honest, but you never know.**

Usually, events provide a 6- or 8-foot table and 1 or 2 chairs, a trash can and a plain sign. Sometimes there is a paper table cloth – and that’s about it.

Here are some materials you can bring:

- ✓ Lots of **VFI brochures, postcards, 2-3 posters**; lots of **bookmarks** (an inexpensive way to get our message across); and some blue **Program Handbooks** (for reference only; do not give them out). Also, if there’s time, ask the New York office to mail you a dozen **Volunteer Connection newsletters** and a dozen or so **VFI pens**. **Tote bags and Luggage tags are only for new applicants who have paid their fee, so you don’t need to bring them.**
- ✓ A 6-ft **VFI banner to for the wall the front of the table**. Ask your manager for this.
- ✓ A lightweight **tablecloth** in case there isn’t one. It looks nicer.
- ✓ **Masking tape and a scissor.**
- ✓ **Business cards** with your Regional Manager’s name and email addresses.
- ✓ Small **US and Israeli flags** for decoration.
- ✓ A **sign-up sheet and pens** to capture visitors’ **email addresses** so we can send them an informative newsletter. Try to get their **postal addresses**, also, especially if they don’t have email addresses. Assure them that we do not send mail often or share their names. Send these to your Manager.
- ✓ Some **VFI t-shirts**, one small, one medium, and mostly L, XL and XXL. If the event permits you to sell them, charge \$10 each, collect the money, and send it to your Regional Manager to mail to our Financial Secretary, Doris G. Schyman. **Checks are payable to Volunteers for Israel**. If sales aren’t permitted in the hall, take visitors’ names/addresses and ask them

to mail a check to **Richard Bernstein** (330 West 42nd Street, Ste. 1618 New York, NY 10036) who will mail them. Be sure you know the right sizes. You will be reimbursed for any related expenses.

- ✓ **A laptop to link to VFI's website (don't leave it on the table when you are not there).** First check whether there is electric power for the booth. If not, be sure the laptop is fully charged. Sometimes there is an extra fee for an electrical hook-up. Decide with your manger if it's worthwhile to pay extra. Will there be enough traffic? If you won't have a computer, bring some of your own photos and a flip chart (available from the NY Office).
- ✓ A few blank **VFI application forms** that you have printed.
- ✓ Optional: Some **wrapped candy** and a basket. Candy always attracts people to a booth.

And wear your **VFI t-shirt**.

Put just enough materials on the table to make the display attractive, and refresh them when needed. Put the most descriptive pieces—brochures, bookmarks, our newsletter—up front, close to the visitors.

When there is traffic, don't stay behind the table. Go out front so you can greet people and invite them to find out about our unique, adventurous way to visit Israel.

Thank you for making a difference for Israel.

**VFI/9.15.17/cs**