



GUIDE FOR “MANNING” A VFI BOOTH

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:

First, contact your local area manager to go over the details.

See <http://www.vfi-usa.org/contact/>

Ask: Will there be a fee to attend? How many attendees are expected?

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) for supplies.

IMPORTANT: Do not leave anything valuable on the table, even for a minute—especially a cell phone or 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:

- ✓ Enough **VFI brochures**, **2-3 posters**; lots of **bookmarks** (which are 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 Also, if there’s time, ask the New York office to mail you a some **Volunteer Connection newsletters** (they are outdated but colorful), and a dozen or so VFI pens. **NOTE: Luggage tags are only for new applicants who have paid their fee, so bring just a few. Tote bags are expensive. Give them out sparingly to prospective applicants.**
- ✓ **A 6-ft VFI banner to tape to a wall or in front of the table.** Ask your manager for this.
- ✓ A lightweight **tablecloth** in case there isn’t one. It looks nicer.
- ✓ Bring **masking tape and a scissor.**
- ✓ **Business cards** with your name or 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.** Try to get

their **postal addresses**, also, especially if they don't have email addresses.

Send these to your Manager. Assure visitors that we do not share their contact information with any other organization, and we rarely send emails.

- Some **VFI Small, Medium, Large and t-shirts** (L and XL and some XXL are most popular). If the event permits you to sell them, charge \$15 each, collect the money, and mail to

Volunteers for Israel
C/O Financial Secretary
Park West Finance Station
P.O. Box 20616 New York, New York 10025

Checks are payable to Volunteers for Israel. If sales are not permitted in the hall, take visitors' names/addresses and ask them to mail a check to your local manager (or to the New York office.). Shirts will be mailed from the NY office. Be sure you know the right sizes. You will be reimbursed for any expenses.

- ✓ A **laptop to link to VFI's website.** Check whether there is electric power for the booth. If there is a charge for this, decide if it's worthwhile to pay extra. Will there be enough traffic?

You can use the computer to show **VFI's Power Point that is on the home page** of our website, www.vfi-usa.org . If you won't have a computer, bring some of your own photos and a flip chart (from the NY Office). **Never leave the laptop unguarded.**

- ✓ A few blank printed **VFI application forms.**
- ✓ Some **wrapped candy** and a basket. Candy always attracts people to a booth..

Wear your VFI t-shirt and a smile.

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.

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.

Bring any leftover VFI items home with you. If you don't plan to use them again, let your Regional Manager know in case he or she can use it.

Thank you.

