

Street stall checklist

Running a street stall may not be terribly fashionable but they are the backbone of most campaigns. Well-placed, they are a cost-effective way of raising the profile of any campaign in the eyes of the public.

Here are some tips for running a great street stall

Before you start **Decide on and check the location**



Do check with the council

In most places it's OK to just set up a small stall, but if it's in a market or busy high street it's worth checking with your council about whether you need permission.



What's the footfall like?

Wherever you put the stall, make sure you'll be seen by lots of people whilst at the same time not blocking up the pavement or shop entrances.

Step 1 **Promoting it**



Circulate the date early

Create an event on Facebook and share it with your networks. Don't be afraid to ask family and friends to help – often they'll come for 30 mins just to help out even if they are not members of the Co-operative Party. Make sure your local Co-operative Party branch (and if appropriate Labour Party branch) are emailed well in advance.

Step 2 Sort out what you need



Make a list of what you need

You don't need a trestle table for a street stall – but it often helps. You'll also want:

- a banner or 'feather flag' – so that you're visible
- leaflets – something to hand out
- pens or balloons – something for people to take
- GDPR compliant petition – something for people to sign (we recommend using our template petitions)
- membership forms – so that people can join
- a camera or smartphone – something that takes pictures
- and a briefing note for people who will be on the stall so they know what they're doing there.

This can seem quite daunting – but party staff can generally provide you with most of what you will need,

Step 3 A few days before



Check the weather and remind people to come

- Check the weather - you might want to remind people to bring an umbrella or wear sun cream
- Remind people to come who have promised and get their mobile numbers
- Perhaps draw up a rota if you need to.

Step 4 **On the day**



Smile

- Smile and be polite – if it's not fun you're doing it wrong
- Don't all hide behind the trestle table – make sure at least one person is handing out leaflets
- Take photos on your smartphone or camera
- Don't overdo it – two hours is more than enough for a street stall.

Step 5 **Afterwards**



Just because the event is over, you still have a few things to do

- Post pictures of the event on social media and copy in the Co-operative Party into any social media posts so that we can amplify your activity
- Write a letter to the local paper
- Thank everyone who came and helped
- Send petition forms to the Co-operative Party.