

Pride Booth Training Materials

Table of contents:

Introduction.....	2
How should I greet people?.....	2
What is on the table?.....	2-3
What are we selling, pricing, process.....	3-4
Potential Problems.....	4
How to Answer Frequently Asked Questions about the ACLU.....	4-5

Thank you for agreeing to volunteer at the ACLU of Minnesota booth at the Pride Festival. We greatly appreciate your support! This manual will help you with any questions you may have and will explain what you need to know to run the booth. If you have any questions at any time feel free to contact Jana Kooren on her cell phone at 651-485-5925.

We want you to have fun this is Pride after all. So you can get all decked out! **There are T-shirts you can wear if you would like while working at the Pride booth.** They are in a box beneath the table. You can also keep this T-shirt as a take home gift. Feel free to accessorize with the lovely bling (for those of you unfamiliar with “bling” it would be the gaudy necklace that are on the table) that was given to us by the National LGBT project.

There will be a copy of this manual on hand at the booth in case you need to refer back to it, otherwise have fun!

How should I greet people?

Be as outgoing and cheery as possible, invite passers-by to stop by the booth and check out what we have. Familiarize yourself with everything on the table so you feel comfortable explaining everything. As people are walking by, hand them membership brochure, constitutions or fans. (please note you cannot hand out anything to passers by unless you are in front of the booth – you cannot go up and down the sidewalks handing out materials)

What is on the table?

GLBT & ACLU timeline (sheet of paper)

This is a great fact sheet that outlines the cases & work the ACLU has done on behalf of the GLBT community.

Membership brochures

Encourage people to take these – hand them out with constitutions to passers-by. Also use these to record memberships

Know your rights brochures

Another great education brochure – talks about what to do if you are stopped by the police

****Email Action Alert Sign-up****

Encourage people when they approach the table to sign up for our email action alerts. This will help keep them informed of upcoming events, legislative alerts or news items.

We will not sell or trade their email so they will not get a lot of spam. Also we only send out alerts roughly once a week.

Volunteer sign up

For those interested in volunteering with the ACLU in the future

T-shirts

We are selling ACLU T-shirts at our booth this year. (please see the “what are we selling” section for details)

Fans, Necklaces & Frisbees

These are all freebie give-aways. However I would encourage you to use them as bribes if people sign the petition. Say “hey, if you sign up on our email list you get a free Frisbee!” You can give them away without signing up, but encourage them to sign up on our email list every chance you get.

Equal rights at work cards

Educational cards – it discusses pending national legislation that would ban employment discrimination based on sexual orientation – it urges them to contact Congress to support this act.

Constitutions

These handy pocket-sized Constitutions are a great take-away for anyone (includes the full Constitution and the Bill of Rights). There are constitutions with membership brochures tucked in side – this is so you can easily hand them out together to passers-by.

Magnet

Another free give-away these magnets have the northern lights as a background with the First Amendment written on them.

What are we selling, what are the prices, what is the process?

Memberships

Memberships can be purchased for any amount above \$20 (\$20 is the minimum amount that someone can give to become a member.) There are suggested amounts in the membership brochure. (Memberships are not tax-deductible)

How to process a membership

1. Have this person fill out the back detachable section of the membership brochure.
2. Insert the amount they gave you for a membership into the envelope and put it in the cashbox (underneath the cash)
3. For memberships we accept check, cash or credit card. (if they do a credit card they just have to fill out their credit card number on the sheet)

4. Then please make a tally mark on the tally sheet so we can keep track of numbers of membership sold each day.

Membership Level Prizes

If someone becomes a member and gives at least \$30 (or any amount over \$30) they get a T-shirt for free.

Donations

We will accept donations (cash, check & credit card are accepted). Please have them fill out the donation form and attach the check or cash to the form and place in the cash box.

T-Shirts

T-Shirts can be purchased for \$15.00, and \$10.00 if they can produce an ACLU membership card. We accept only cash or check for T-shirts

Selling a T-Shirt

Please keep track of any T-shirts you have sold on the T-shirt tally sheet. We would like to know the size of the t-shirt sold, and if the person paid by cash or check.

Problem Solving

P: Out of Change

S: Call Jana Kooren on her cell at 651-485-5925, she will be able to bring change over if you need it. You can also try neighboring booths and vendors.

P: Someone didn't show up for their shift

S: There is a list posted with all the volunteers who signed up, if someone is not there first try and call them at the phone number listed. If that does not work call Jana Kooren at 651-485-5925 and she will come to fill in their position if needed

P: There is an irate ACLU hater who won't leave you alone

S: Stay calm and cool, and politely listen. When they are done if they don't want to take anything from the booth you can ask them to please leave. If they refuse to leave, have someone find a Pride Security Guard and have them removed.

P: You run out of materials:

S: Call Jana at 651-485-5925 and inform her of what is missing she will bring more materials when she can.

Frequently Asked Questions

It might be a good idea to read over the membership brochure – it explains all the work we do in Minnesota so it can better equip you to answer any basic questions about what the ACLU does.

I've also put some extra newsletters in the booth in case you wanted to read about recent cases we were working on – you can also hand them out to people.

Q: Is my membership tax-deductible?

A: No your membership is not tax-deductible. However, the ACLU of Minnesota Foundation does accept tax-deductible donations. This type of donation will not get you a membership, it would just be a general donation.

Q: How are you connected with the other ACLU's?

A: The ACLU of Minnesota is an affiliate of the National ACLU. The National ACLU is headquartered in New York. There are affiliate locations in each of the 50 states, (except N. Dakota & S. Dakota are combined) and one in Puerto Rico. The affiliates work in conjunction with the National ACLU for part of their work but are autonomously run.

Q: Can I get legal help from you?

A: We do accept legal complaints. You can either file a complaint online at our website www.aclu-mn.org or you can write us a letter at 450 N Syndicate, Suite 230, St. Paul, MN 55104. We DO NOT accept complaints over the phone or in person. (there are some legal intake forms underneath the table if someone wants one)