



Heifer-Chicago Booth Checklist for Leader

ASAP

- € Register and coordinate payment for booth with Heifer-Chicago Office – alyson.sowers@heifer.org or 312-850-3330
- € Email Loren Habegger to post event on website (with event info, website, etc.) habegger4@comcast.net

1 Month Ahead

- € Heifer-Chicago will post booth opportunity on weekly update with your contact info for interested volunteers
- € Coordinate scheduling of volunteers
(VOLUNTEER SCHEDULE below)

1 Week Ahead

- € Get booth materials from Heifer-Chicago Office
(MATERIALS CHECKLIST below)
- € Update the Event Info below and send out to volunteers
(EVENT INFO below)

Day of event

- € Arrive early to set-up booth
- € Post volunteer schedule
- € Spread the word about Heifer and hunger!
- € Take photos!

Post-event

- € Return booth materials and send photos to Heifer-Chicago Office
- € Contact people who signed up to be CFOH or are interested in volunteering (Heifer-Chicago Office will do this)
- € Fill out booth report – will be emailed to you
(REPORT below)



Heifer-Chicago Booth Volunteer Schedule

Fill in the event time slots (in 2-3 hour shifts) and add volunteer names and contact number for the day of the event (cell)

Event	
Date	
Time	
Location	

Day	Time slot	Volunteer 1	Volunteer 2	Volunteer 3 (if needed)
Saturday, May 17	9:00-11:00 am	Aly Sowers 312-850-3330		
	11:00am-1:00 pm			
	1:00 pm-3:00 pm			



Heifer-Chicago Booth Materials Checklist

Use this list and consult with Heifer-Chicago to get the materials you need for your particular event

ITEM	PURPOSE	QUANTITY
SUPPLIES		
Hand truck		1
Display (tri-fold or table top)		1
Banners*		1
Tablecloth		1
Tool Kit		1
Aprons or Visors*	For volunteers	2
Donation Box		1
Money lock box **		1
Literature Display holders (brochure and 8 _ x 11-size)		3
Buckets for buttons and pencils		2
Cow Magnets	For interested volunteers	50
Animal Buttons	For kids or adults	50
Heifer Pencils	For kids or adults	50
Balloons*	For kids (they are biodegradeable)	50
Balloon Ties*		50
Helium Tank*		1
LITERATURE/FORMS		
Chicago Friends of Heifer/Volunteer sign-up sheets on clipboard	For people interested in being updated on Heifer news and events	1
Gift Catalogue	For people interested in buying animals	10
General Brochure	For anyone, general info	50
General Heifer-Chicago Business Cards	For people wanting contact info for Heifer-Chicago	50
Heifer-Chicago Calendar	For people interested in learning more about Heifer's events in the Chicago area	10
Special Event flyers (Grazing on the Green, Hoedown, etc.)	For people interested in attending one of these events	10/each
Shop & Share Coupons (when available)	For people that want to help Heifer and shop at Jewel	50
Read to Feed brochure	For people interested in Heifer's elementary program	5
Get It! brochure	For people interested in Heifer's middle school program	5
Congregational Resources brochure	For people interested in getting Heifer into their congregation	5
World Ark Market flyer	For people interested in purchasing Heifer merchandise	5
Project Profiles Catalogue	For people that want to learn more about specific projects	2
Great Lakes Projects Info Sheet	For people interested in Heifer's local projects	5
Credit Card forms for animal gifts (inside General Brochure)**	For animal gifts	--
Honor Cards**	For people who purchase animal gifts (1 card/\$10 purchase)	20

*OPTIONAL

**Alternative Gift Fair booths only



Heifer-Chicago Booth Event Info

Update and email info below to volunteers a week or so before the event.

Reminder to Volunteers

Thank you for signing up to volunteer at our Heifer booth at the **(EVENT)**.

**Your time slot is: Saturday, May 17
9:00-1:00 am**

Below is some more information about Heifer booths, tips on what to say/do and an Event Fact Sheet with important details about the event (directions, etc.).

Purpose of Heifer booths:

- **Outreach** – spread the word about Heifer, hunger and to promote our events and volunteer opportunities in the Chicago area
- **Educate** – tell people about hunger, poverty and Heifer
- **(Fundraise** – we do accept donations at events, but it is not the primary purpose of booths)

What do I say at the Heifer booth?

You often only have a very short time to speak to visitors at a booth. Below are a few sample “elevator speeches” (elevator because you only have until the “next floor” to tell them about Heifer).

SAMPLE Elevator Speeches:

SAMPLE 1:

Hi, have you heard about Heifer International?... (If “no”) We’re a nonprofit that works to end hunger and poverty by giving livestock and training to hungry families all over the world. Each family “passes on the gift” of one or more of their animals to another family in need.

(If more time or “yes”) You can get involved by:

- *honoring someone with the gift of an animal in their name*
- *attending an event*
- *signing up to become a Chicago Friend of Heifer*
- *signing up to volunteer*
- *getting your civic club, church or school involved*

SAMPLE 2:

"What do you know about Heifer?" (if "not much") "Let me give you the 60 second overview and then I can answer questions if you have any. Heifer is a not-for-profit focused on ending world hunger. We use livestock such as goats or heifers as the means, and train recipients in the care of the animals, the marketing of by-products such as milk, cream, butter or wool, and environmentally sound grazing practices. Families that receive the animals make a commitment to pass on the gift of a first born animal, as well as the training, to another in need in their community. They are able to pull themselves out of poverty while helping another family do the same. Ultimately the entire community is able to improve its situation and to sustain themselves. What questions can I answer?"

What else do I do?

- Hand out balloons, animal buttons and pencils to kids
- Give materials—when appropriate—to interested visitors
- Encourage folks to sign up to become a Chicago Friend of Heifer (and receive a monthly e-newsletter) and/or to get more info about volunteering

Event Fact Sheet - Chicago Antique Market (sample only - adapt for your individual event)

Contact for day of the event: Cathy Cahill - 312-504-4023

Event Description: Outdoor & indoor (air conditioned) European style urban antique market in the historic Randolph Street Market District. 150 dealers present furnishings, house wares, artifacts, vintage clothing, jewelry, sterling, porcelain, toys and collectables. The indie designer fashion market is also featured.

Event Sponsors: Chicago Home, 93XRT, Antiques & Collecting Magazine, The Film Workers Club, Otherwise Incorporated, Image Pilots.

Address/Directions: Randolph Street between Ada and Ogden (This is a few blocks west of Halsted. To map quest use 1300 W Randolph as the address.) For those unfamiliar with the area, the easiest way to describe the location is from Macy's on State Street, drive west on Randolph until you reach the Market, about 12 blocks west.

Hours: 9am - 5pm the last Saturday of the month from May thru October.

Parking: Limited free parking available, entrance on Washington. Street parking is also available.

Transportation: There is a free trolley from Water Tower Place on the hour, return on the half hour.

Setup: If you are setting up the booth that means you are bringing all the materials with you. You may park in the Dealers parking lot, also on Washington east of Ogden, but on

the south side. The lot is marked with a sign. Please be there by 8:50am – it should only take a few minutes to get the booth ready for business.

Booth Location: Not yet assigned. Please look for our banner and balloons, or ask one of the Market workers (they all have walkie-talkies).

Food/Drink: Available for purchase or you can bring something with you.

Restrooms: Available inside main building.

Website: www.chicagoantiquemarket.com

Miscellaneous: If the weather is good we will be outside - bring sunscreen and a hat, as we have no cover for our booth. The wind can also pick up and change the weather quickly so you may also want a sweater or jacket. If it rains we will automatically cancel.

It should be a fun day. Please contact me either by email or phone with any questions you might have. Enjoy the day!

Cathy

h - 773-929-6409

c - 312-504-4023

cc2666@aol.com



Heifer-Chicago Booth Report

This will be emailed to you from the Heifer-Chicago Office, you can fill in and email the info back.

Event:

Date:

Time:

Location:

Heifer Booth Coordinator:

Contact Person for Event:

Organization:

Name:

Phone #:

Email:

Volunteers:

Donations:

Appx. Number of Event Attendees:

Fees and Expenses (attach receipts):

Did this event fit in with Heifer's mission to work with communities to end hunger and poverty and to care for the earth?

Any follow-up needed?

**Comments and Suggestions:
(Should we participate again? Why/why not?)**