



## IFAPAC Booth Check List

**Setting up an IFAPAC booth at your annual state convention, sales congress or wherever a large number of association members will be congregating, is a great way to increase visibility for IFAPAC and generate excitement and contributions.**

**You must abide by the same solicitation laws at an IFAPAC booth as you would for written solicitations. It is critical that you familiarize yourself *and your booth helpers* with these important rules (see *Booth Rules*).**

### Six Months Prior to Event

- **Contact your state association executive and Conventions Committee to reserve space for the booth preferably near the registration area or in the exhibit hall. Order a 6' skirted table, two chairs, easels (for signs) and a trash can.**
- **Contact National IFAPAC at 703-770-8162 if you want to reserve the tabletop exhibit (optional).**
- **Ask your state association when the convention registration acknowledgement packets will be mailed so you can insert a flyer or announcement about IFAPAC.**

### Two Months Prior to Event

- **Order your IFAPAC supplies: *Why NAIFA Does It* brochure, *Answering the Critics* brochure, *Double Your Investment* brochure, *I Gave. Did You?* stickers, *Another Officer for IFAPAC* buttons, Bank Draft Upgrade forms, *Questions and Answers* flyer, *3 Easy Ways* enrollment forms and name badge ribbons.**
- **Line up your booth helpers and get them to commit to manning the booth on specific days and specific times. Draft a booth schedule.**
- **Design and order your signs.<sup>1</sup>**
- **Purchase a cash receipt booklet from an office supply store or borrow one from the state association office.**

### One Week Prior to Event

- **Contact IFAPAC and order the following reports: 12-month revolving contribution report and Inactive Contributors Report. Make a paper copy of the reports when you receive them.**
- **Distribute the booth schedule (that includes who is manning the booth and when), *Booth Rules*, *When Good Contributions Go Bad* and *Legal Dos and Don'ts* documents to your booth helpers.**

---

<sup>1</sup> You *must* display at least one sign at the booth that says: "Contributions or gifts to IFAPAC are not deductible as charitable contributions for purposes of federal income tax. Corporate contributions are prohibited."

- **Remind your booth helpers to wear their IFAPAC club lapel pins on the day of the event.**
- **If the supplies were shipped to the State Association office, remind the staff to bring the supplies to the booth site.**

### **Day Of Event**

- **Wear your IFAPAC club pin.**
- **Grab a box of disposable pens and a pad of paper on your way out the door.**
- **Bring the supplies and contributor reports (if the materials were sent to you directly).**
- **Get to the booth area one hour before it opens to set up.**
- **Remember, the *entire meeting area* (i.e. meeting rooms, exhibit hall, corridors, elevators, etc.) is “the booth.” You should be soliciting for IFAPAC contributions anytime you see a current NAIFA member without an IFAPAC club ribbon.**

## When Good Contributions Go Bad

Many things can prevent a contribution from being deposited or credited. To save yourself and the contributor aggravation (and NAIFAPAC bank service fees), please familiarize yourself with the ways in which a contribution can fail to be processed. If a contribution comes to you *first*, and it has one of the problems outlined below, please do your best to correct the situation before forwarding the contribution to NAIFAPAC.

### Bank Drafts

- ❖ no voided check accompanied the bank draft form
- ❖ no bank draft form accompanied the voided check
- ❖ contributor signed an upgrade form, but is not already on automatic bank draft deposit slip, not voided check, accompanied the bank draft form.

### Checks

- ❖ made payable to something other than IFAPAC
- ❖ not signed
- ❖ written dollar amount conflicts with numeric dollar amount

### Credit Cards

- ❖ card number wrong, incomplete or illegible
- ❖ card used was not a VISA, MasterCard or American Express
- ❖ contributor wants to contribute *monthly* using his/her credit card (Contributions via credit card are for a one-time-only transaction.)

### Any Type of Contribution

- ❖ no dollar amount indicated
- ❖ the exact contributor is unclear (i.e. no Jr./Sr. on check, both spouses are members of the association, the name on the form or check does not match member id number)