

Tips for working the IRSM booth

UPON ARRIVAL TO BOOTH LOCATION:

1. **Locate the Square Terminal**, turn it on and make sure it is charged. To connect to Wi-Fi, click the “More” icon located in the bottom right-hand corner of the screen, scroll down to “Settings” click on, on the next screen click on “Hardware,” under Square Terminal you will see “Network,” tap the arrow to choose by location or availability, or your phone as a hot spot and enter password. **If unable to connect to Wi-Fi at the event, you can connect the Square Terminal within 24 hours of sales to Wi-Fi, and all the sales information will be saved.**
2. **Square App:** You can download the Square App on your phone as an additional square terminal (guest login to be provided by primary contact).

BOOTH SETUP:

1. **Tablecloth(s) and runner** – When your table is more than 6’ long, put the blue (Portuguese) on one end, the green (Spanish) on the other end, the red (English) in the middle, then the IRSM runner across the middle from front to back. For a 6’ table or less, just put the 6’ red tablecloth down then the light gray table runner. These are in red cloth drawstring bags.
2. **The 7 ft tall banner(s)** – These are in the long black bags. One is marked English, and one is Spanish. Put the pole together; then insert the end into the top of the banner. Put your foot on the base and **carefully** raise the banner so it doesn’t pop back on you. Make sure the pole is all the way in the base. When taking it down, please also take special care that the banner retracts slowly.
3. **The books** – If promoting more than one language, put each language on its corresponding portion of the table (see #2). We usually put a stack of three or four books, with a wire stand on top displaying a book upright.
4. **The forms** – Put the little white basket with the yellow forms (English; purple in Spanish) in the center and set the pens alongside that. There is also a little sign that says there will be a drawing.
5. **Table signs** – There are stands to display 8 ½ x 11 signs. Choose what is most important to promote.
6. **The rest** – If you only have a six-foot table, be selective about what else to display. Consider the primary audience. Don’t overwhelm them visually.

7. Selling using the Square Terminal (or Square app on your phone).

- a. "Checkout" on the bottom menu
- b. "Library" tab on top
- c. "Items" will give you the full list of products.
- d. Click the product the customer wants. *For the books, ask them if they want to "Buy One Gift One": they pay for another book at half price, and we will send that one to Latin America.*
- e. "Review Sale" when done, then "Charge \$__"
- f. Types of payment:
 - i. Credit card: Tap, insert, or swipe.
 - ii. Cash: Click the X in the top left corner, then select "Cash."
 - iii. Zelle (QR code): Click the X in the top left corner, then select "More: Other Payment Types" and type Zelle in the description line.
- g. NOTE: Use the "Donation" item if someone says, "Keep the change," or there is a donation of any amount as part of the sale.

10. Tally card - Please mark on the tally card any books that are gifted or any donations made by check that were **not** made as part of a sale.

11. Book Drawing -

- a. Before the last session of the event, check the Google Sheet(s) to see how many people have signed up via the QR contact form. To access Google Sheets, go to the preauthorized Gmail account, hit the 9 dots, go to "Forms", click on English form (yellow) and/or Spanish form (purple) and look at number of "Responses." Then, count the number of paper contact forms received. Add the two numbers together (number of paper contact forms and number of responses from QR code forms). You will enter this number into the random number generator.
- b. Using your phone or computer, Google a random number generator (e.g., random.org, or Calculator.net). Enter the lower-level number as 1 and upper-limit number the total of contacts. Hit generate. It will generate a random number for you. If it is a number within the QR code responses, it is that person, if it is out of that range, choose the paper contact form that corresponds to that number.
- c. Contact the winner via text or phone call and instruct them to visit the IRSM booth to choose their free book.
- d. NOTE: If you encounter any issues, contact the Operations Manager (Lyndsay) for assistance at +1 979.417.3760