

## Quilting Corners Guild – Inter-Guild April 10<sup>th</sup>, 2010

### Program Questions:

1. What kind of workshop or classes does your guild present?
  - a) What is the cost associated with the workshop or class?
  - b) What do you charge the attendees?
  - c) How do you organize the event?
  - d) How many times a year do you organize these events
  - e) What is the attendance like?
  - f) How do you choose whether you hold the event during the day or in the evening?
  
- ✓ Cost depends on speaker. If you don't have a large budget ask members to demo techniques and put-on trunk shows
- ✓ Speaker costs – accommodations, travel, time, gas, food and presentation
- ✓ Quilt guilds can apply for \$750 bursary for speakers from CQA – check with CQA for details
- ✓ Class charges – members, non-members pay different rates (membership discount), enrolment is pre-paid
- ✓ To up attendance the speaker could present an evening and then a day-time program
- ✓ Large guilds host guest speakers sometimes up to six times per year while smaller have a harder time host more than once or twice per year due to the costs involved
  
- ✓ Draw from within the guild
- ✓ Trunk shows – draw from both outside and inside your membership for a guest speaker
- ✓ Cost varies with venue, speaker fees – adjust your fee to try and break even
- ✓ Try having a guest speaker / trunk show two to three times a year
- ✓ Evening or day – depends on your membership
- ✓ Have a committee dedicated to organizing the events
- ✓ Pole your membership to see what they want

## Quilting Corners Guild – Inter-Guild April 10<sup>th</sup>, 2010

2. How do you meet the needs of the various skill levels of you guild members?

a) Do you run a mentoring program?

- ✓ Through projects – community projects a beginner quilter is teamed with an experienced quilter to learn techniques i.e. how to sew the perfect ¼” seam, pressing as opposed to ironing, putting the project together
- ✓ Programs – mentors connecting with new members, lots of socializing, non-structured no pressure simple projects for new quilters and a more difficult project for the experienced quilter
- ✓ All members contributing to the wants and needs of the guild
  
- ✓ Offer beginner workshops – six or eight hour ‘sampler’ workshop
- ✓ Demos at meetings
- ✓ ‘Pin’ program to identify quilting levels within your guild
- ✓ Experienced quilters mentor beginners
  
- ✓ Mentored teams could arrange to meet before the regular meeting to answer any questions the new quilter may have

## Quilting Corners Guild – Inter-Guild April 10<sup>th</sup>, 2010

### 3. How do you motivate members to serve on the executive committee?

- a) Do you offer incentives?
- ✓ Very difficult to get new executive members!
  - ✓ If executive show a united and working-well-together spirit members may be more willing to volunteer
  - ✓ Do not allow long terms – executive membership wasn't intended to be a 'life sentence'
  - ✓ Hold elections to allow for new and remaining executive
  - ✓ If on executive you are entitled to free membership or a free course
  - ✓ Often to get a volunteer you need to ask them
  - ✓ Consider orientation for new executive members – buddy system
  - ✓ Make new executive members feel welcome
  - ✓ Remember to listen to 'new ideas' from new executive members

## Quilting Corners Guild – Inter-Guild April 10<sup>th</sup>, 2010

### 4. How do you promote community awareness of your guild and attract new members?

- ✓ Guild pamphlets – date, time, location and contact information with a free guest pass then handout these pamphlets to local libraries, quilt shops
- ✓ On-Line community web-site
- ✓ Word of mouth
- ✓ Encourage guest participation at guild meeting
- ✓ Newsletter – post on web-site, e-mail to members and guests, have printed copies available
- ✓ Host a guild web-site with open access
- ✓ Support fall fairs – give awards or display quilted items at the fair
- ✓ Museum – display quilted items work with museum themes
- ✓ Community event participation – donate quilts, blankets; display pieces, placemats for Meals on Wheels; pet mats (scrap bags) to animal shelter
- ✓ School participation
- ✓ Quilt shows
  
- ✓ Advertise in local papers
- ✓ Word of mouth
- ✓ Outreach – donate to local charities for a higher community profile
- ✓ Display quilts in store fronts, or public libraries – May is quilt awareness month
- ✓ Flyers in local businesses, include free guest coupon
- ✓ Let the local Welcome Wagon / New Comers Club know about your guild
- ✓ Post notices in local quilt shops
- ✓ Attend agricultural fair, home shows
- ✓ Important to keep the members you have – use a buddy program, welcome letter, announce new members and visitors
- ✓ Try and be less intimidating to new members

## Quilting Corners Guild – Inter-Guild April 10<sup>th</sup>, 2010

### 5. How do you plan your program?

- a) Do you run challenges?
  - b) Do you have on-going projects?
  - c) How do you find guest speakers?
    - i. How much should you spend on a guest speaker?
    - ii. Do you think guest speaker's fees are reasonable?
    - iii. How do you share the cost and the guest speaker with another guild?
    - iv. How can you find guilds with similar interest in guest speakers?
- 
- ✓ Challenges: tree skirt; mini quilt; crayon challenge (colour/paint chip); related to a show 'Northcott Challenge'; techniques (patterns / gadgets); president's challenge – theme, star, UFO's, Library (pick a book make a block)
  - ✓ On-Going Projects: pizza box; tinner's (in the bag); BOM, charm / strip
  - ✓ Guest Speakers: budget \$0.00 → \$200.00 → \$400.00, share cost with other guild using inter-guild for contacts
- 
- ✓ Try and have a guest speaker every month – use speakers from outside and in-house
  - ✓ Use certified teachers from Canada
  - ✓ Teachers need to supply samples to promote / sell the workshop
  - ✓ It would be nice if more teachers would use web-sites to promote their work
  - ✓ Cost sharing with other guilds is one way to lessen the cost of a guest speaker
  - ✓ Mileage cost can be quite high up to 60 ¢ per km
  - ✓ Billet speaker with a guild member to save accommodation costs
  - ✓ Know what you're expected to pay for before you hire your guest speaker
  - ✓ Program directors from different guilds need to connect

## Quilting Corners Guild – Inter-Guild April 10<sup>th</sup>, 2010

6. How do you share information with other guilds regarding the expertise of members of your guild?

- a) Do you have members as guest speakers?
- b) How do you share this information between the various guilds?
  - ✓ Yes, we use teachers within the guild
  - ✓ Informally look at other web-sites for ideas on guest speakers
  - ✓ Usually pay for trunk show / presentation or workshop / demo
  - ✓ Share cost of speaker with neighboring guilds – send invitations and charge a small fee, newsletters – e-mail, regular mail, blog
  - ✓ Speakers recommended from: CQA, other guilds, quilt shows (ask artist / teachers), guild shows, Ontario Quilters Association – teacher’s list, quilt shops – new speakers, make a connection with shop owners, fabric artists
  
  - ✓ Web-site sharing online with links to other guilds
  - ✓ Yes use your members as speakers
  - ✓ Quilt by Association group run separately from main guild
  - ✓ Share speakers
  - ✓ Plan ahead – get different guild program committees together for a sharing meeting

## Quilting Corners Guild – Inter-Guild April 10<sup>th</sup>, 2010

### 7. How do you organize demonstrations?

- a) Who organizes the demonstration?
  - b) Do your members pay?
  - c) How often do you have a demonstration?
- ✓ Program director organizes demo
  - ✓ Demo's put on by members
  - ✓ Once a year or before an event i.e. quilt show
  - ✓ Demo's free for members – small gifts presented for person demonstrating
  - ✓ Demo topics – sleeves, labels, name tags, answer questions or problems
  
  - ✓ Program committee organizes program for the entire year
  - ✓ Survey the guild “What do you want to learn?” “Can you teach?”
  - ✓ Organize “Stitch Night Out” – every month one demo every half hour plus a class running a two hour individual technique
  - ✓ Workshop committee organizes demos
  - ✓ Large group setting not easy to run demos so try and break the group up into smaller groups
  - ✓ Social sew – teach a technique
  - ✓ Make and Take – kit subsidized by the guild or charge a minimal amount for materials
  - ✓ Sign-up the month before project demos so members know what materials to bring
  - ✓ Run a technique BOM
  - ✓ Show and Tell – get members to show how they made a particularly interesting project
  - ✓ Tool Demo – The Good, The Bad and The Ugly – did you buy a tool and can't remember how to use it, or you bought a completely useless tool and you want to inform others

## Quilting Corners Guild – Inter-Guild April 10<sup>th</sup>, 2010

8. Do you have a community outreach program?

a) If so, who do you support and how?

- ✓ Community outreach: cuddle quilts for shelters, emergency services
- ✓ Raffle quilt from the guild to raise funds for community programs
- ✓ Support camps for disabled children
- ✓ Make post cards to raise money for women's shelters
- ✓ Make placemats for Meals on Wheels
- ✓ Make Christmas gift bags for various charities (make and fill)
- ✓ Pet shelter / SPCA– pet mats (pillow case scrap bags  $\frac{3}{4}$  full)
- ✓ Quilt bingo / auction for Habitat
- ✓ Finish quilts for other charity raffles
- ✓ Memory quilts for stillborn babies
- ✓ Donate quilts for preemies, pillow-cases for children with cancer
- ✓ Host a community charity as a guest speaker to bring awareness to your guild
  
- ✓ Cuddle quilts / large lap quilts - for emergency services, women's shelters, dialysis units, hospital
- ✓ Premie quilts
- ✓ Meals on Wheels – placemats
- ✓ Make Christmas stockings and donate to the Salvation Army
- ✓ Pillow cases for kids with cancer
- ✓ Military remembrance quilts and quilts for families with parent stationed away from home

## Quilting Corners Guild – Inter-Guild April 10<sup>th</sup>, 2010

### 9. How do you attract new members?

- ✓ Advertise meeting times and dates at local quilt shops, quilt shows, newspapers (coming events sections)
- ✓ Introduce guests at meetings
- ✓ Town fairs – quilt winners get one year free membership in guild with a free guild pin
- ✓ Identify new members with a special sticker
- ✓ New members are hosted at meeting by executive doing small project and getting to know them
- ✓ Finding out new members special skills by filling out a questionnaire
- ✓ Host a retreat weekend – encourage new members to participate
  
- ✓ Members have flyers to pass along to stores, shows, library
  
- ✓ Offer mini B-groups
- ✓ Advertise n papers, at show, raffles, sales
- ✓ Post on community web-site
- ✓ Demonstrations at different locations and events during community events
- ✓ Hand out a promotion list showing speakers and workshops
- ✓ Offer associate membership with access to the newsletter
- ✓ Inter-guild relationships – invite others to join you for a \$5.00 fee
- ✓ “Hands-On” quilt guild not just business
- ✓ Workshops and bus trips open to not just the guild members
- ✓ Community outreach – teach at high schools to attract younger members, donate placemats
- ✓ Increase number of male members – how??
- ✓ Web-site blogs with links to interesting quilt related sites
- ✓ Limit executive term of service
- ✓ One free night with meeting open to the public

## Quilting Corners Guild – Inter-Guild April 10<sup>th</sup>, 2010

### 10. No Speaker . . . no problem!

- a) How do you fill a meeting?
  - ✓ Member trunk show
  - ✓ Charity workshop meeting
  - ✓ Demo stations (3 – 5 stations)
  - ✓ Merchants mall / UFO sale / garage sale
  - ✓ Pictures of sewing space (power point presentation)
  - ✓ Ergonomics / massage therapist – stress relief
  - ✓ CQA quilt show DVD
  - ✓ Games – quilt bingo
  - ✓ Issue a challenge about finishing your UFO's
  - ✓ Auction donated items – fabric, books, tools
  
- ✓ Get to all your guild members better
- ✓ Running a merchants mall
- ✓ Hands on technique
- ✓ Tips 'n Technique table
- ✓ Quilter of the month 5 – 10 minutes
- ✓ Day time meeting 9:30 – 1:00 sew cuddle quilts, 1:00 – 4:00 business