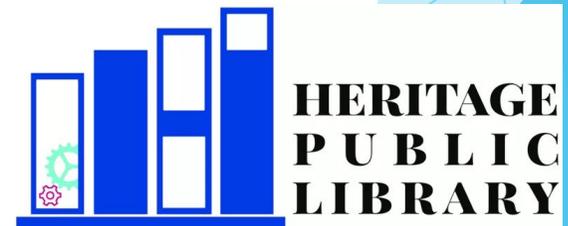


# Crafts Without Cash Well Almost!

Jan Marry and Bethann Ford, Heritage Public Library  
Virginia Library Association Conference, Norfolk, Virginia  
Friday, October 25, 2019



# New Kent and Charles City Counties

- ▶ Small and rural
- ▶ New Kent 22,000 people
- ▶ Charles City County 7,000 people
- ▶ Low funding per capita
- ▶ Staffing
  - ▶ Only 1 full time
  - ▶ Currently 13 part time

# Why Crafts?

- ▶ For connection, interaction, and socialization in a low stress environment
- ▶ Crafts are NOT “passive group entertainment” (from *Being Mortal*)
- ▶ Wonderful opportunity for people new to an area
- ▶ To learn a new skill
- ▶ Quote from regular "I love the crafts. It's a chance to meet people in New Kent"



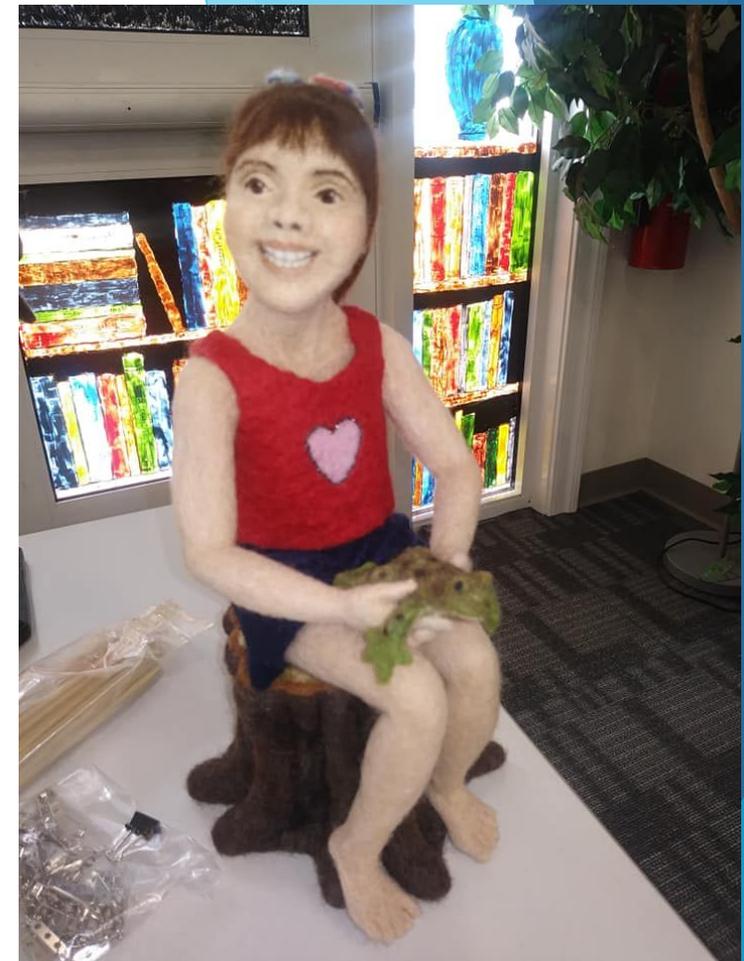
# No Excuses!

- ▶ Space
  - ▶ Successful even in old Charles City library
- ▶ Staff and scheduling
- ▶ Craft knowledge
- ▶ Money / resources
- ▶ Keep it free for patrons
- ▶ Supplies (more later)



# Volunteers

- ▶ Great way to connect with community
- ▶ Increases variety
- ▶ Can't rely entirely on them
- ▶ Using volunteers takes organization and patience!



# Recycled (and Inexpensive) Materials

- ▶ Cleaning out the cupboards
- ▶ Recycling
- ▶ Scouring thrift shops
- ▶ Dollar stores
- ▶ Saving useable scraps
- ▶ Re-use
- ▶ Donations



# Organization

- ▶ We plan six months out – a year is better
- ▶ Make examples well ahead
  - ▶ Supplies
  - ▶ Photos for fliers and marketing
  - ▶ Adjust what you're making if needed!
- ▶ Supplies to right place
- ▶ Sign-up sheets

**Fall Adult Crafts**  
**NEW KENT LOCATION**

**Tuesday, October 22, 1:00 PM**

	<u>Name:</u>	<u>Phone Number:</u>	<u>Email address (Optional)</u>
1)			
2)			
3)			
4)			
5)			
6)			
7)			
8)			
9)			
10)			
11)			
12)			
13)			
14)			
15)			

(Limit to 15 attendees - Add waiting list on back)

# Efficiency - Complementing Other Programs

- ▶ Repeat craft
- ▶ Knitting and crocheting charity group – From the Heart
- ▶ Family crafts
  - ▶ Summer reading
  - ▶ Holiday crafts
- ▶ Maker Space programs
  - ▶ Cricut
  - ▶ Sewing machine
- ▶ Themed book group coming next week
- ▶ Coloring
- ▶ Kitchen Sink Crafts



# Marketing

- ▶ Bookmarks
  - ▶ Do multiple months – save paper, ink and time
- ▶ Fliers
- ▶ Social Media and website
- ▶ Displays – use an example of the item
  - ▶ Try a mini-display on the circulation desk
- ▶ Word of mouth
- ▶ Take to community





# What Worked

- ▶ Regular time each month
- ▶ Repeat craft in both locations
- ▶ Repeat programs with a twist
- ▶ Have fun!

# What We'd Do Differently

- ▶ Family crafts in the summer
  - ▶ Well attended but some of our adult regulars preferred adult-only

# What We Made – A Year's Worth of Ideas

January: Decorate a T-shirt

February: Chalk Pastels

March: Paper beads

April: Paint a Pot

May: "Read" Roses

June: Needle Felting

July: Family Paper Craft

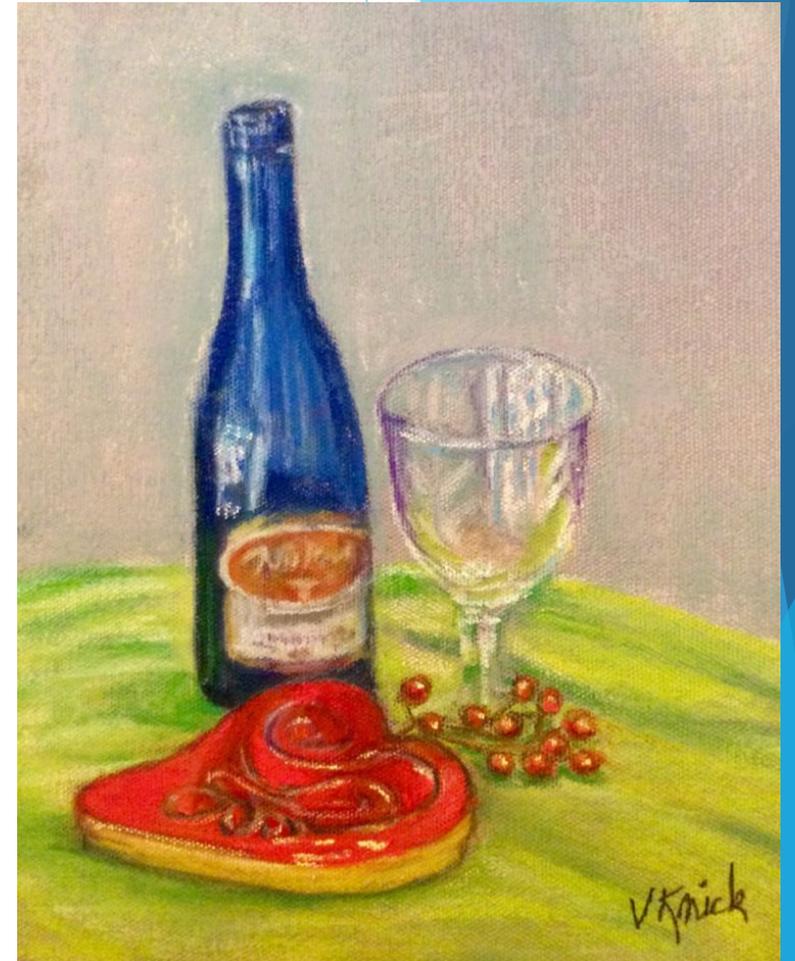
August: Family Bead Craft

September: Decoupage

October: Decorate Fall Jars

November: Angel craft

December: Kitchen Sink Crafts



# Thank you!

## ▶ Questions?

- ▶ Feel free to come and look at our crafts
- ▶ Contact us:
- ▶ Jan Marry
- ▶ [jmarry@heritagepubliclibrary.org](mailto:jmarry@heritagepubliclibrary.org)
- ▶ Bethann Ford
- ▶ [bford@heritagepubliclibrary.org](mailto:bford@heritagepubliclibrary.org)