

ORGANIZING RETREATS

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WHAT'S YOUR MISSION?

Mine was, and continues to be, to offer affordable opportunities for crafty people to get together, away from their day-to-day responsibilities, to create and build each other up.

- What resources do you have?
- Are there local craft stores you can get involved? Crimson Tate comes to our sew-in with a pop-up shop and lends such a great, encouraging air to the weekend! Plus it's really great to pick up extra thread when you run out... or a ½ yard bundle.
- Who can you reach out to for sponsorships? Many who come to our sew-in do not have an LQS; getting sponsors to send items for goody bags enables participants the opportunity to see items in person that they've only heard about online.
- Who in your crafty community can you lean on for support? We have SUCH a great group of folks and our sew-ins would not be nearly as successful— or fun— without them! We have 3–4 swaps at each sew-in and each is coordinated and managed by a different person; this year we had someone volunteer to have a shirt designed and printed for all participants — she handled everything and it was wonderful!



GET THE WORD OUT TO YOUR TARGET AUDIENCE!

- The intended, though not exclusive, audience for our retreats are folks in IN, KY, OH and TN who are a part of our Facebook group and participate in the swaps and conversations there! My goal is to always give folks a solid 6-9 months of notice before the date of the sew-in so they can plan accordingly. A two-week pre-registration for past participants works well for both my planning purposes and theirs as well.

REGISTRATION — JUST SAY NO!

- The first three years of the sew-in I handled all communication to the lodge re: room assignments and roomie. This year the lodge offered to do this themselves. It has made all the difference!!! ASK THEM TO DO THIS.
- The first year I volunteered to match folks up who wanted a roomie but didn't know folks in the group yet. This proved to be way more work than I had bargained for. Instead, I encourage folks to post on the FB page if they are looking for a roomie; this has worked quite well!

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