

CREATING A GUILD

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1. Start out informal – Create social media outlets. Invite people to share projects and join. Meet in coffee shops, Panera, other free meeting space. Don't immediately jump in and form a charter and require dues. Go grassroots and let it organically grow.
2. Don't get discouraged. Lack of participation or attendance can be discouraging. If going to the quilt exhibit at the museum didn't generate attendance, try a sew day. If Saturday had low turnouts try Friday etc. If at first your don't succeed, try again. Something will stick.
3. Encourage don't discourage. Don't chase any traditional quilters away being the quilt police. Everyone interpretation of modern quilting is different, what I might consider modern you might not. We all have different styles, and opinions and it's important to be respectful and encourage the creativity and exploration in modern quilting.
4. Be welcoming. Kind of along the same lines of encouraging, is being welcoming, don't let it be girls club that's too exclusive to get to know new faces and new members.
5. Consistency. Something else we learned was being consistent helped people block calendars, and arrange sitters.
6. Logistical Stuff. Build a board that is driven, organized, has someone who understands the finances. Divvy up roles; make sure each person knows the expectation and feels comfortable doing it.
7. Outreach. Determine your target audience. Build relationships with local stores or local popular quilting personalities.

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