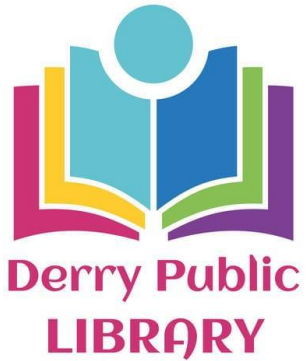
 Derry, Nashua, Manchester, Milford

Craft Alley

Providing socially distanced craft
programs to Adults, and transitioning
back to in-person programs once more!

NELA/NHLA | 2023

About Evening Craft Club



- One Tuesday a month from 6:30 to 7:30 pm
- 10-15 patrons attend
- Budget of \$30 - \$50+



Planning

Where to get ideas

- Pinterest
- Magazines (Mollie Makes is a favorite and it is available on Libby)
- Patron suggestions



Look for projects that are:

- Seasonal
- Can be solidly started or completed in 1 hour
- Within budget
- Do not require a lot of preparation
- Not too similar to past projects.



I love to sew and crochet, but I have to look for projects that appeal to everyone.

Shopping

Where to shop:

- Michaels (large craft selection – always has coupons)
- Joann Fabrics (best fabric selection)
- Dollar Tree (large selection of \$1.25 crafting supplies)
- Amazon (great for bulk items)
- Walmart (inexpensive craft and sewing supplies, but limited supply or out of stock often)

I always check our craft storage area for items we already have. It saves money, and helps keep our storage area less congested.

Look for sales and coupons!

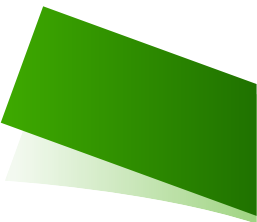


Past Projects



Paper Embroidery
Harvest Centerpieces
Book Trees
Decorating Tote Bags
Painting Flower Pots

Card Making
Gnomes
Coasters
Jewelry
Weaving



Transitioning to In-Person



July 2020: Take-and-Makes with YouTube

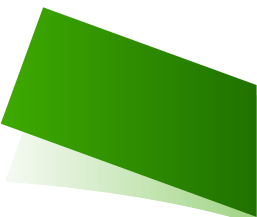
Aug. 2020 to Aug. 2021: Take-and Makes with Zoom

Sept. 2021 to Nov. 2021: Back to in-person (hybrid)

Omicron 😞

Dec. 2021 to March 2022: Take-and Makes with Zoom

April 2022 to Present: In-person



How's it going?

It has been going really well. We definitely have a core group of attendees. This helps keep our numbers up.

Most of our projects have been a success. We tried to learn crochet via zoom and that was hard. I have since chosen projects that are less technical, but I might try this one again in-person.

We have been in-person since April 2022, but there is always a chance that we will find the need to go back to a virtual setting (new Covid strains, or inclement weather).

Overall, I find our crafting group to be a success. We were able to keep patrons connected when they were unable to leave their homes, and now they are able to meet up with their new crafty friends back at the library.



Craft Classes, Virtually

- ▶ Prior to pandemic, two in-person craft classes per month
- ▶ Library closed to public for three months, then open in limited capacity a few weeks later



How to engage with patrons from afar?

- ▶ What day and time should we hold classes?
- ▶ How many Take-and-Make kits should we make?
- ▶ How many people should we prepare to host on Zoom?
- ▶ How will patrons pick up the kits since we're closed to the public?
- ▶ To record the classes, or not to record?
- ▶ How do we make the Take-and-Makes when I'm not in the building?
- ▶ How to teach classes from home?
- ▶ How do we choose projects that are budget-friendly, and don't require special tools?

Popular crafts

Origami gift boxes

- Used library's creativebug subscription for video instructions
- Showed video over Zoom, then repeated each step slowly so people could get the hang of each fold
- Budget-friendly!



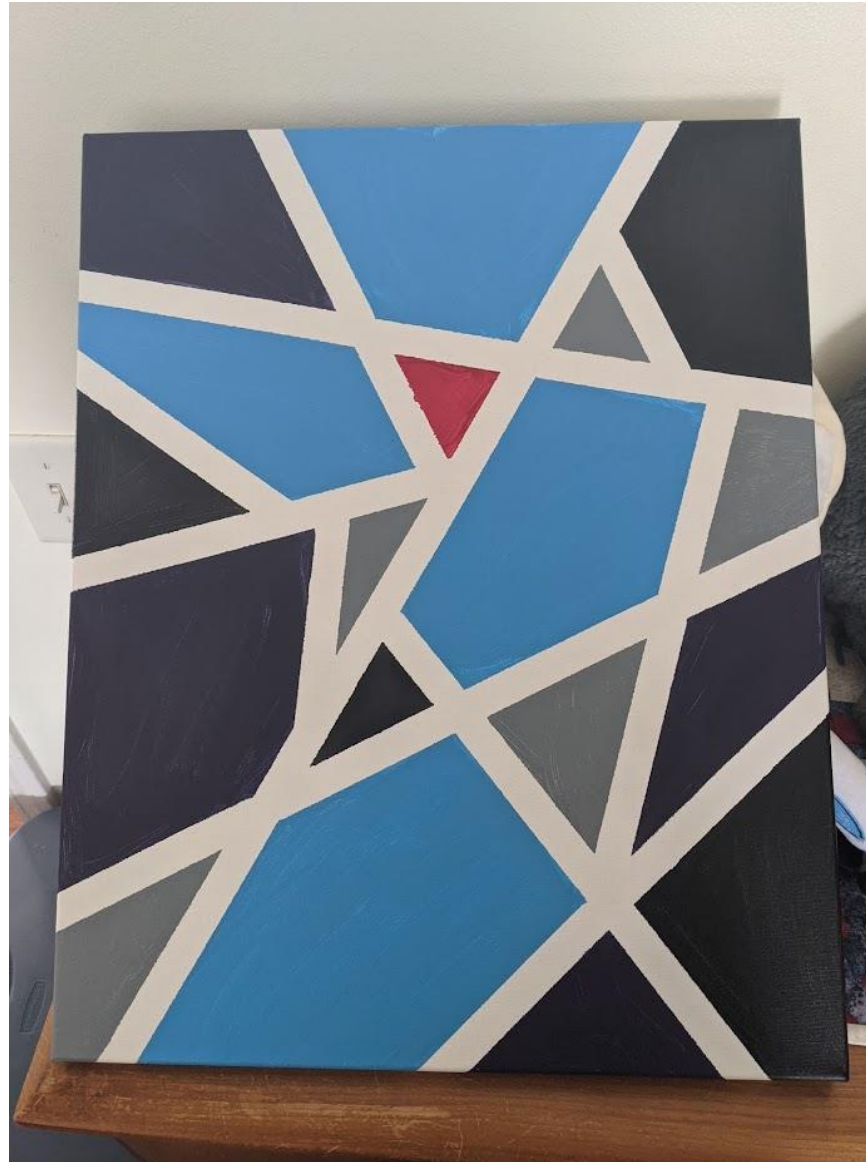
Fall leaf book page garlands



- Simple to make, relaxing
- Minimal supplies needed
- Really pretty!

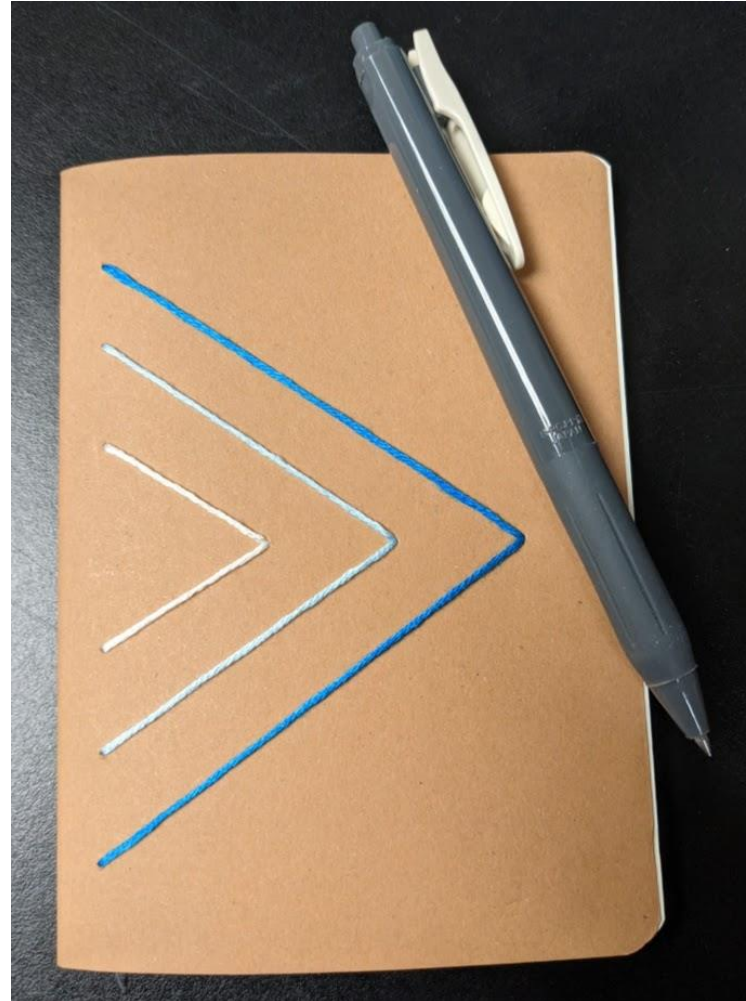
Colorful Abstract Paintings

- Very popular!
- Good blend of simple and challenging
- Encouraged creativity
- Not as budget-friendly
- A challenge to put kits together



Embroidered notebooks

- Simple but satisfying!
- Useful and pretty
- Encouraged creativity

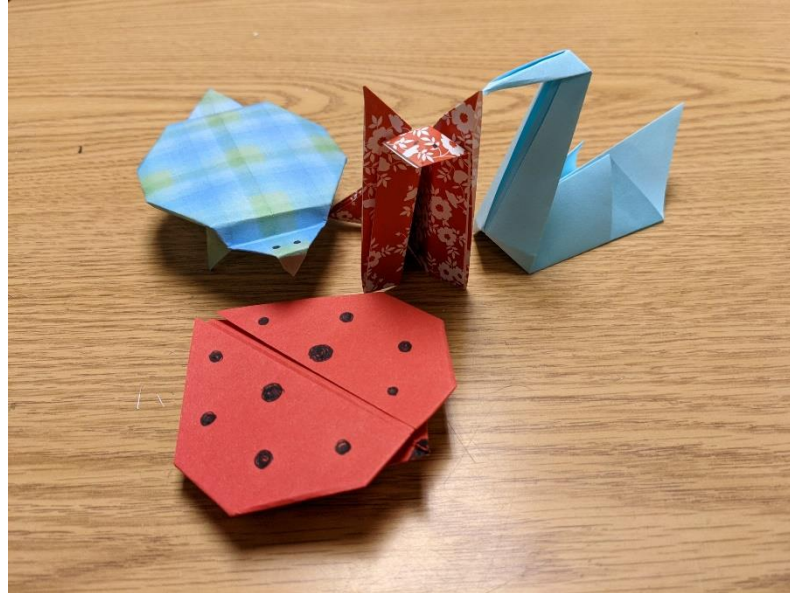


Successes

- ▶ Small but loyal turnout - same small group each month
- ▶ Great social outlet during a time when people were stuck at home, feeling isolated
- ▶ People enjoyed learning new skills and learning from each other
- ▶ We had fun! Even if a craft wasn't successful, we always had a great time
- ▶ Kept folks connected with the library

Frustrations

- ▶ Many people took kits, but very few attended classes
- ▶ People were very unhappy when we went back to in-person programming and could no longer offer virtual or Take-and-Makes



The present

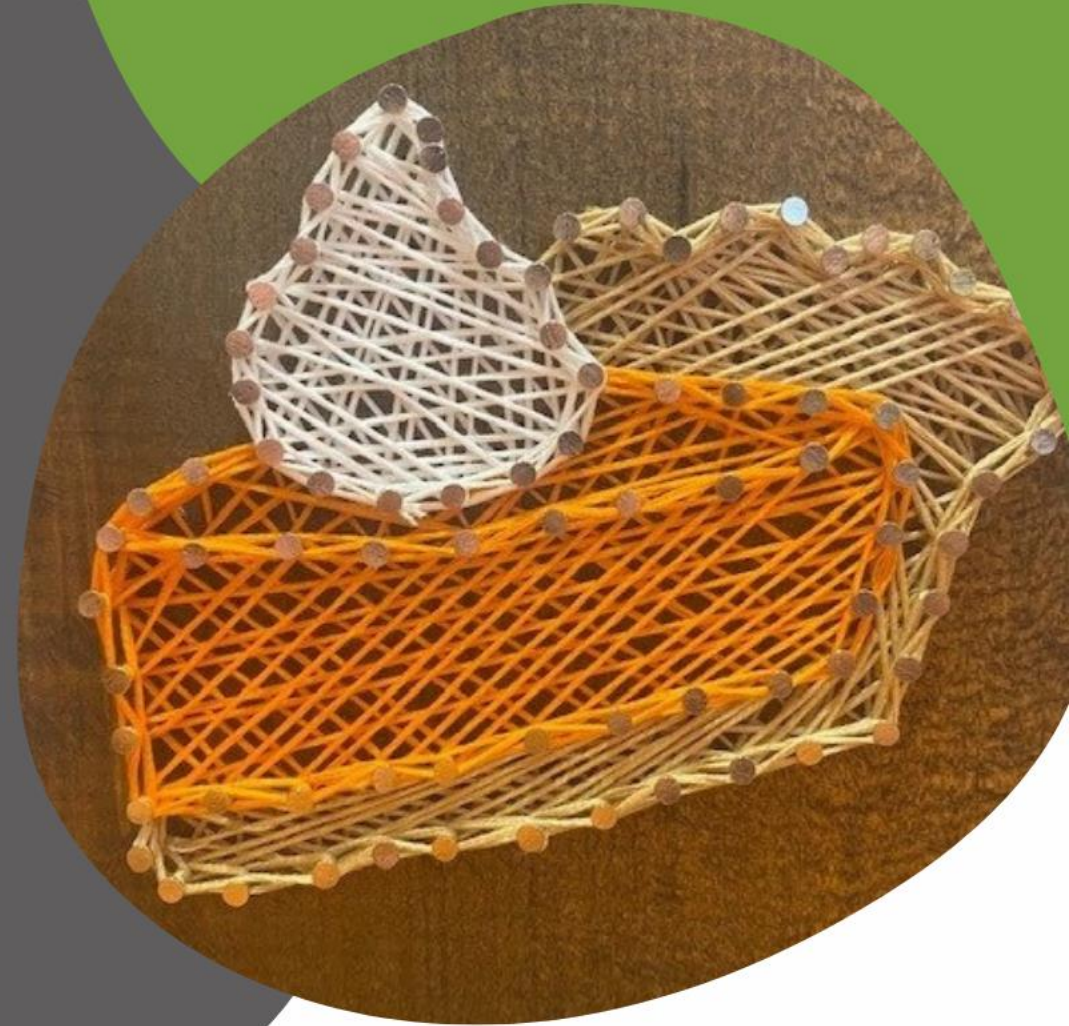
- ▶ No more virtual craft classes or Take-and-Makes for adults
- ▶ Monthly craft classes discontinued - attendance was nearly nonexistent when we tried in-person classes
- ▶ Occasional craft classes offered by our Marketing and Outreach department, with guest instructors

Adult DIY

Manchester City Library

Sue Harmon

sharmon@manchesternh.gov



Presentation Overview

How we do it:

Planning and Process

How it started vs. How it's going

Going back to In-Person



Planning and Processes

The way we do what we do

Finding ideas is hard

- *Pinterest*
- *Keyword Google searches*
- *Blogs*
- *READS Repository*
- *Other libraries*

Resources



What I look for

Difficulty

Time to complete

Adult Appeal

Holiday/seasonal

Prep work



Equipment

What can I provide?

What do I expect patrons have?

Circulating Equipment

Maker Space

Pricing Kits

An essential step

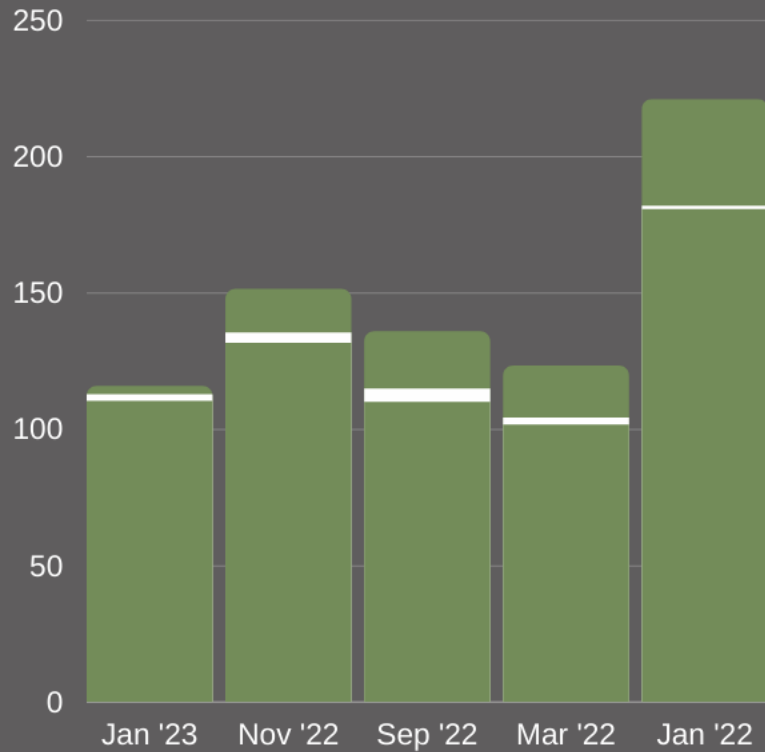
Expense determines # of kits

Cost per kit is a valuable metric

Shopping around can get you better deals

Kit extras: bags, tubs, etc.

Library budget



Felted Wool Penguines

Total Cost

\$180.66

Over budget!

But that's OK.



Cost Per kit

\$1.23 30 kits

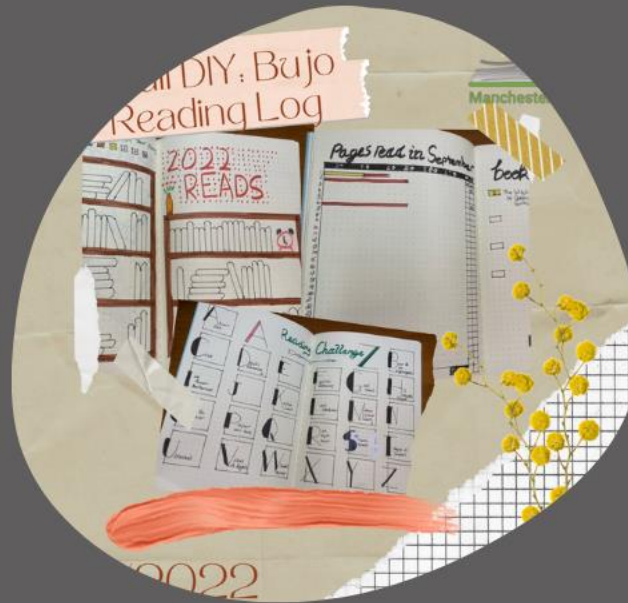
There will be lots leftover
for another craft.

Bullet Journal Reading Logs

Total Cost

\$109.95

Within Budget Range



Cost Per kit

\$4.88

24 Kits

All supplies were used up

Putting Kits Together

Instructions

Step-by-step Instructions

Links to videos online or

Pinterest boards for inspiration

Included Materials

I list what's in the kit, and also what they'll need to provide to complete the project.

Other things

QR code bookmark for Live

Instruction

Event Code for ReadSquared (SRP)

Advertising

*Library Calendar
Flyers
Facebook
Newsletter*

Handing Out Kits

*One -per-person
FCFS (no reservations)
Consistent Launch Days*





How it started...

How it's going....

SUCCESS STORIES



Pumpkin Scented Candle

September 2021. \$128.27
23 kits. Pumpkins from farmstand



Felted Penguins

December 2021. \$180.66
30 kits. Safety 1st!
Wool Pets, by Laurie Sharp



Pumpkin Pie String Art

November 2022. \$131.56
24 Kits. A LOT of prep work

LESSONS LEARNED

Sunny Suncatchers

Aug 2022. 15 kits.
We ran out too quickly!



Painted Stone Cacti

May 2021. 12 kits.
Did not make a test craft for photos.



Scratch Off Calendar

January 2021. 16 kits.
Poor advertising!



In-Person Programs

- Signup required
- Multiple sessions:
 - Morning/Evening
- No-Shows/poor attendance
- Waitlists
- Supplies Waste
- Competition with Youth Svcs. for Meeting Room
- No demand

Take-and-Make Kits

- Patrons look forward to monthly craft.
- No obstacles to consistent launch day
- No wasted supplies
- Optional Hybrid presentation
- No staff time required after kits are put together
- We always sell-out
- MCL will continue to do these!

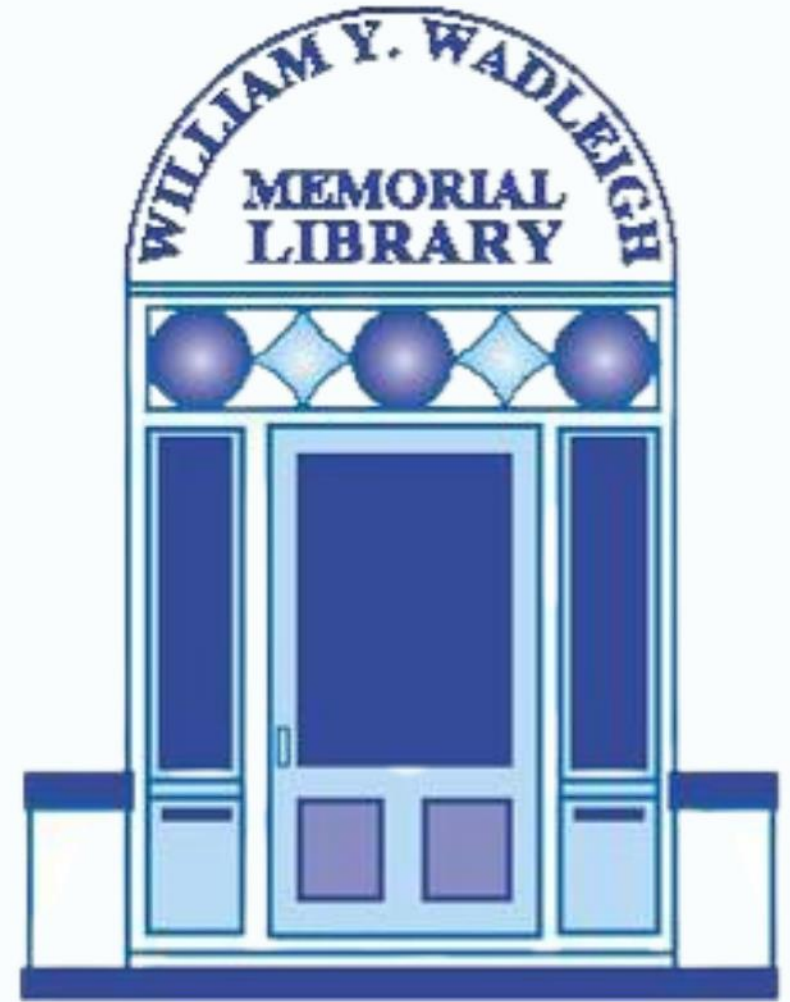


✦ **Adult Take & Make Crafts**
at the
Wadleigh Memorial Library ✦

Jane Martina

In this Presentation...

- How it all started
- Planning & Preparing Craft Kits
- Marketing our Craft Kits
- Transitioning to In-Person Craft Programs



How it all started

2020



2021



2022



Planning & Preparing

- **What we offer:**
We prepare 50 Adult Take & Make Craft Kits that are available once a month while supplies last.
- **Kits are planned 3-4 months in advance**
- **Where do we get our ideas?**
Pinterest, Craft Blogs, Instagram, etc.
- **Involve your staff in the preparation of the craft kits**
Tasks include: Filling craft bags with supplies, creating instructions, keeping crafts stocked, etc.
- **Tip!**
Purchase supplies in bulk to save money.



Marketing



- Library Event Calendar
- Newsletters
- Display crafts near our Circulation Desk
- Posters for TV Display and Local Access Channel
- Social Media

POPULAR ADULT TAKE & MAKE CRAFTS



- Succulent Air Plants
- Snowflake Mason Jars
- Embroidered Notebooks
- Bird House
- Gratitude Jars
- Brush Stroke Coasters
- Tassel Keychains
- Mandala Stones
- Fall Luminary Jars
- Leaf Art
- Winter Village
- Love Canvas
- AND SO MUCH MORE!



Transitioning to In-Person Craft Programs

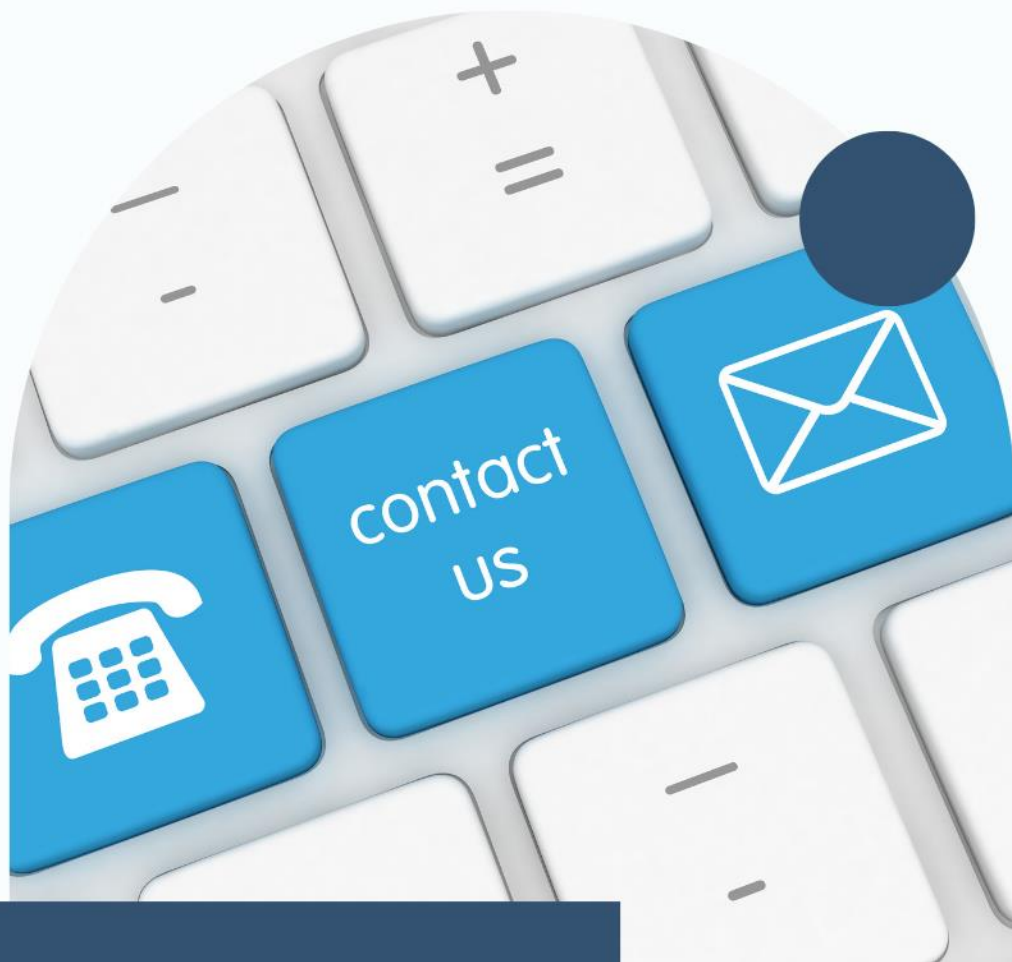


Get Crafty

Meet your community where they are at!



Contact Us!



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