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+
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.
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
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
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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
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 Penguins

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....
**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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