

Pioneer Quilters Guild

Quilt Show Publicity

1. Summary description of position/committee responsibilities: obtain and provide bookmarks, postcards, flyers, and any other sort of publicity for the quilt show.

2. Number of members on position/committee:

We officially have had one committee chair but using many guild members, as needed. For example, others helped send out letters, postcards, and bookmarks; members were assigned specific quilt stores to keep them stocked with information; others took bookmarks and/or postcards to other guilds.

3. List forms used, contact information for vendors or service providers, software used, etc. See attached Publicity Report.

4. Detailed description of tasks/responsibilities. See attached Publicity Report.

5. Financial Information: a budget is established by the Quilt Show chair. We usually spend around \$600-700 on bookmarks, postcards, flyers, postage.

6. Transition: after the quilt show ends; generally would like bookmarks available for the February guild meeting.

7. Other notes: the Publicity Report was written in December 2014.

Publicity

We have found that, in general, quilt shows are attended by quilters – not the general public...despite our efforts to the contrary. The survey done in 2013 asking where people heard about the show showed that 95% of the time it was from a quilt shop, with a smattering of other venues – guilds, shows, newspaper (mostly the Sacramento Bee) and a few internet sites.

The primary way we reach quilters are:

- quilt shops
- shop hops
- quilt shows
- other guilds

Secondarily are:

- newspapers
- websites catering to quilters
- websites listing “events” in the geographic area

I don't think paid advertising is worth it; for every \$100 spent on paid ads you'd need to generate 15 new attendees to make it pay for itself. The one exception I made was a \$75 ad in Quilt Shop Navigator; I mostly did that to get an up-to-date listing of quilt shops and guilds. I'm not sure that was worth it.

Quilt Shops

In 2014 we initiated the concept of “quilt shop babysitters” – guild members who volunteered to keep a specific quilt store stocked with bookmarks and/or postcards. They all felt that was a good plan and that it worked well, and I would recommend doing it again. The one thing I would change is that I would, every couple of months, send them a group email message asking how things are going and if they need more supplies. It would have been a good reminder that they needed to keep on top of it – not all did without a reminder.

Most of the feedback I got about the quilt shops was that traditional bookmarks would be better than the business cards – business cards were too small and tended to get lost; some had displays where the bookmarks would fit but business cards didn't. They liked the postcards but recommended getting them 3-4 months before the show (rather than 1 month before as in 2014). Some also suggested getting the flyers in time to ask the shop to post it, also a couple months in advance.

Shop Hops

There are 3 or 4 shop hops during the year covering a variety of shops both in and out of our area, and quilters in and out of our area as well. Often one quilt store will be willing to put our bookmarks (or postcards) in each bag during the shop hop, it's a matter of asking the store and then getting them the materials in advance. Quilters Quarters in Stockton and Angel Quilters in Lincoln have done that in the past. Some will just put them on display rather than in each bag – each bag is better.

Other Guilds

Listing the show on the NCQC website is one way to get it into other guilds' newsletters. Another is to write a letter to guilds and send them some bookmarks. One option to consider is to send a free ticket to the show to each guild. Most guilds are willing to put bookmarks on display at their quilt shows.

Retirement Homes

We sent a letter to local large independent living places inviting them to the show at a discounted (pre-sale) rate. We've had 8-10 people from 1-2 places come the last couple of years. I wrote the letter and then somebody volunteered to print, address, stamp, and mail them. That should go out early

enough to allow for planning on their calendars.

Other

Most newspapers and magazines will only accept input through their websites. See attached list for many of these sites. When they allow us to upload a photo I used the opportunity quilt.

Bookmarks

In 2013 we used bookmarks and business cards. In 2014 I tried using business cards only. They are unique, colorful, and cheap. However, most of the people who attended quilt stores felt the bookmarks were better; business cards were too small and got lost and most displays are made for bookmarks instead. They also liked the postcards and thought they should get a supply of postcards 3-4 months before the show rather than one month before. Postcards are also better for displays at quilt shows, including PIQF.

Bookmarks are made front and back (lining them up right is the hard part), landscape, with 4 to a page. So they're printed with 3 cuts. The Loomis School District printed them for us in 2013. They do a good job but don't bill us for 6-9 months later. In 2014 I got 10,000 business cards and had at least 1000 left over.

Postcards

Foothills uses postcards exclusively, which is something to consider. We have at least 3 sources for postcards: Vistaprint (online) where last year I got 1000 postcards for \$64.21. (I believe they're a little cheaper in larger quantities.) Foothills uses J Prosser in Sacramento and they are reportedly around \$.05 each – 1000 would be about \$50. The place that printed our programs last year also had a good price. The question is designing the cards – Vistaprint you can do yourself on line, other printers may charge to have it done.

Flyers

Two recommendations on flyers: 1) get them sooner so they can go to quilt stores for display 2) make some ½-page flyers that might be easier to place on crowded bulletin boards. We typically use the opportunity quilt photo on the colored flyer as it is eye-catching. Last year we called the show "Quilt Show and Sale" in an effort to distinguish us from other quilt shows and to possibly generate non-quilter attendees. I had the flyers printed at Office Depot with a coupon for 40% off. In 2013 and 2014 we printed 100 copies, which seemed to be a reasonable number. If we distribute them sooner we may need more, although we could always reprint them if necessary. We also post one of the flyers on the Pioneer website so people could print themselves or attach to an email message.