

From: Jenny Bessonette <jennyb@craftyarncouncil.com>
Subject: Discover Instructor Newsletter Volume 3 Issue 5
Date: October 30, 2012 1:12:28 PM EDT
To: tina@blissdesign.com
Reply-To: jennyb@craftyarncouncil.com

The Newsletter for *Craft Yarn Council* Discover Teachers *Knit & Crochet Classes*

Craft Yarn Council
Discover Instructor
Newsletter
Volume 3
Issue 5
October 2012

Yarn Notes

1) The next classes Open House will be on Saturday, January 12th, 2013 from 11am to 3pm. Mark your calendars now! More details to follow.

2) Many of you have expressed frustrations and challenges at your Michaels stores on the [Discover Instructor Facebook page](#). Please know that CYC brings up challenges instructors face during its meetings at Michaels corporate so they are aware of the issues. However, remember your store managers are especially busy during the holiday season so keep that in mind when you approach them with a problem.

3) Remember, the Fair Isle contest runs until November 23rd. Keep signing up your students for the headband class for your chance to win a \$100 Michaels gift card.



Fair Isle headband created by Discover instructor, Maria Castro



Fair Isle headband created by Discover instructor, Sarah Chidister

I Love Yarn Day...the Sequel

[I Love YARN Day](#) is not only a day to crochet, knit, craft, spin or weave, it's a special time to post it, tweet it, share it, give it, and wear it. This year's viral campaign really took off because the Craft Yarn Council expanded its presence on Facebook and added a presence on Twitter and

Warm Up America & Blankets for Canada Demo Event November 11th, 1-3pm



The [Warm Up America](#) and [Blankets for Canada](#) demo event will be on Sunday, November 11th from 1-3pm this year to coincide with Michaels' yarn event.

All details of the demo event can be found on Mooglee in the November Classroom Playbook. Please get with your store manager to obtain a copy. In addition, promo materials will be sent to the store in the November 6th mail bag. The following information can be found in the Playbook:

General Info

* Demo will promote the kickoff of Warm Up America/ Blankets for Canada charity drive.

*You should also promote and drive ALL knit and crochet classes during demo.

* Demo participants may make a square "on the spot" to donate if they have the skills or interest to do so.

* Stores should create a collection bin for squares. NOTE: Michaels plans on making this an ongoing project however, every store has the option of



Kathleen Davis, Knit instructor at Store #6708 in Altoona, PA led a group of volunteers who donated 8 afghans to Ashley Smyder, Case Aide, Blair County Children, Youth, and Family Services. SM, Steve Smitley (pictured,) proudly displays one of the afghans donated.

Facebook and added a presence on Twitter and



Anita Darras, Discover instructor, demoing at Store 9912 in Pasadena, TX on I Love Yarn Day

Pinterest. They also sponsored an I Love Yarn Day photo contest, which added lots of fun to the event. Most importantly, there was industry and consumer support driving it.

* There were nearly 500 entries to ILYD Facebook photo contest with more than 15,000 votes in three weeks.

* ILYD Facebook fan page went from 2,550 "Likes" to 10,560 "Likes" in three weeks (4000 fans were acquired just from the contest, another 4000 from page content and wall

posts).

* Total exposure of I Love Yarn Day Facebook page was 2.5 million unique readers.

* #ILoveYarnDay trended on Twitter on October 12.

Michaels was among several retailers that posted special yarn promotions at their web site on October 12th, this year's I Love Yarn Day. In addition, many of the Discover instructors planned store events. Anita Darras at the Pasadena, TX Michaels' store persuaded her store manager to have a yarn giveaway, an hourly drawing for a skein of yarn, plus a drawing for a yarn-stormed end table, which Anita created. She also spent the day in the store doing demos and giving away crocheted rose pins. Anita reported,

"I met the most amazing person. She is 8 years old. Taught herself to crochet and now makes her own original designs—a true crochet savant. I felt like I was meeting Mozart! There were lots of questions from the public about non-traditional yarns like Sashay. That would be a GREAT class!!"

Sandy James at Michaels in Anderson, SC, reported I Love Yarn Day was well received. "I had 6 people sit and stitch, and several other yarn shoppers drop in to ask questions. I also had 3 people express an interest in taking the Fair Isle Headband class. I am looking forward to next year's celebration." At the Blue Springs, MO Michaels' store, Terry Ann Porter scheduled a Knit and Crochet Circle where she teaches both skills. Jean Pack at Michaels' Stockton, CA store planned some very easy knit and crochet projects to show customers how easy it is to have fun with yarn. She also teaches both knitting and crochet.

Next year's I Love Yarn Day is October 11th. The Council's goal is to begin promoting the campaign in advance so that Discover instructors can plan even more events that will ultimately help to promote their classes.



Discover instructor, Sandye James' ILYD Yarn and Stitch at Store 1585 in Anderson, SC

continuing these charities throughout the year or not. If your SM is in favor of maintaining the programs, the collection box will always be up and completed squares and blankets may be dropped off by customers throughout the year at the store.

*When enough squares have been collected, work with your store manager to hold a joining party. **The first joining party should be at the end of January, first of February.**

*When the joining party has been scheduled, set a deadline for turning in squares and help get the message out to customers about the deadline.



Warm Up America afghan made at Store #5705 in Arden, NC. Discover instructors, Rebecca Moore and Rita de Maintenon, along with their volunteers, have completed several afghans for a local charity.

*Organize volunteers or potential volunteers to hold a joining party to complete blankets.

After the first joining party, it will be up to your store to set dates for any future joining parties. You can schedule a joining party when you receive a lot of squares and it's time to

join them!

*Download the WUA brochure [here](#).

Charity

*Each store will select a local charity to receive the completed blanket(s).

*Store managers have been asked to work with you and customers to find a local charity to receive completed blankets.

Are you on Facebook?

Don't forget to join the [Discover instructor Facebook page](#). There are almost 350 Discover instructors in the group who share thoughts, ideas and post lots of pictures such as the one below by Dianne Shiozaki. We would love to see pictures of your classes, demos, WUA afghans and what you are working on for fun!



Discover knit instructor, Dianne Shiozaki, from Store 4706 in Buena Park, CA, created these lovely hats for some Fall fun. Patterns are from Leisure Arts' Warm Hats for Wee Noggins book and yarn is Lily Sugar 'n Cream.

[Forward email](#)



This email was sent to tina@blissdesign.com by jennyb@craftyarncouncil.com |
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Craft Yarn Council of America | 469 Hospital Dr. | Suite E, 2nd Floor | Gastonia | NC | 28054