

DIY CRAFTSHOP

CRAFTING, COMMUNITY & CONNECTIONS

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CRAFTING COMMUNITY CONNECTIONS

- Name five reasons why crafting is important and hear examples of how craft programs can build community and create connections at your library
- Describe the steps necessary to put on a DIY Craftshop style program in your own library
- Have hands on experience creating a small, but fabulous craft of your own

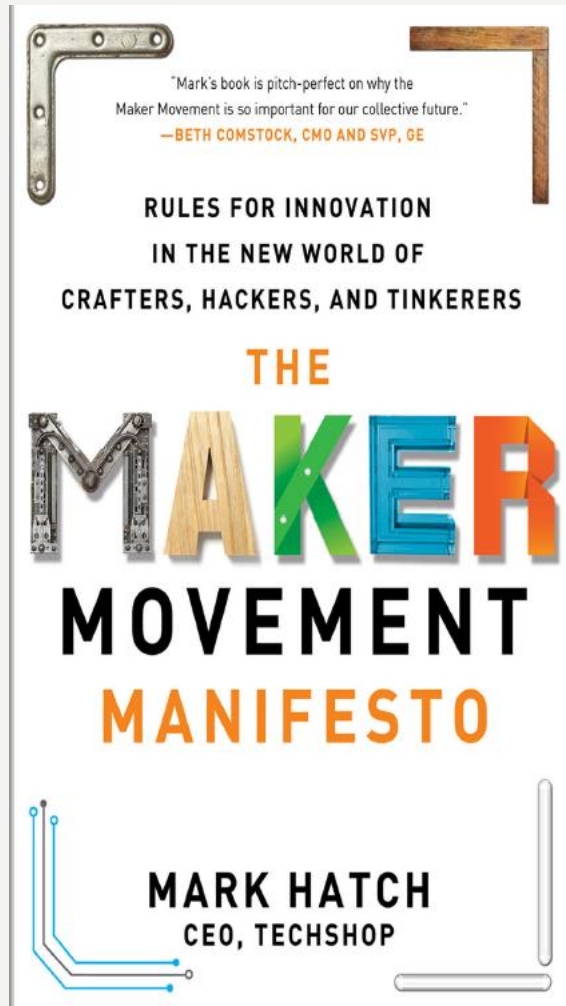


According a 2015 study done by the NPD Group, (a market research group which monitors purchase sales over 165,000 stores) the sales of coloring and art supplies make up a 1.14 billion dollar market.



REASON 1

**CRAFTING SATISFIES THE
HUMAN NEED TO CREATE**



"Mark's book is pitch-perfect on why the Maker Movement is so important for our collective future."

—BETH COMSTOCK, CMO AND SVP, GE

**RULES FOR INNOVATION
IN THE NEW WORLD OF
CRAFTERS, HACKERS, AND TINKERERS**

**THE
MAKER
MOVEMENT
MANIFESTO**

MARK HATCH
CEO, TECHSHOP

Making is fundamental to what it means to be human. We must make, create, and express ourselves to feel whole. There is something unique about making physical things. Things we make are like little pieces of us and seem to embody portions of our soul.

-MARK HATCH



-ART THERAPY HAPPINESS PROJECT

“Hands-on work satisfies our primal need to make things and could also be an antidote for our cultural malaise.”

Dr. Kelly Lambert
Lifting Depression

www.kellylambertlab.com

Psychology Today



REASON 2

**ALLOWS US TO FEEL
LIKE WE'RE A PART OF
SOMETHING BIGGER**



Knitting & crocheting

- **Provides creative outlet (65%)**
- **Enjoy making things for others (51%)**
- **Provides a sense of accomplishment (44%)**

(can be applied to other crafting activities)

IN A 2014 SURVEY CONDUCTED BY CRAFT YARN COUNCIL AND RESEARCH INC. OF ATLANTA GEORGIA, WHEN PEOPLE WHO KNIT OR CROCHET WERE ASKED WHY, THEY RESPONDED



REASON 3

**CRAFTING CAN BRING
MEANING AND PRIDE
TO OUR LIVES**



Created by Chloe's Own Two Hands
Source: The Creativity Cure

CARRIE BARRON, M.D.
AUTHOR OF
*THE CREATIVITY CURE: HOW TO
BUILD HAPPINESS WITH YOUR OWN
TWO HANDS* (SCRIBNER, MAY 2012).

“Creating something with your hands fosters pride and satisfaction, but also provides psychological benefits...

when we make, repair or create things, we feel vital and effective.”

<https://www.psychologytoday.com/blog/the-creativity-cure/201205/creativity-happiness-and-your-own-two-hands>



REASON 4

**CRAFTING MAKES US
FEEL GOOD**

Why crafting is good for mental health

Complex, creative activities like knitting, cake decorating or crossword puzzles can create a non-medicinal, feel-good high.



ROBIN SHREEVES 

July 8, 2014, 1:07 p.m.

 Share 216K

 Tweet

 677



When we're creative, our minds release dopamine, a non-medicinal way of getting a feel-good high. (Photo: Transient Eternal/Shutterstock)

“...when we activate our own effort-driven reward circuitry, it squirts a cocktail of feel-good neurotransmitters, including dopamine (the "reward" chemical), endorphins (released with exercise), and serotonin (secreted during repetitive movement).”

Dr. Kelly Lambert,

Lifting Depression



REASON 5

**CRAFTING TAKES US AWAY
FROM OUR SCREEN / TECH
HEAVY LIVES**

Let's talk about
SCREEN TIME

A 2016 [Nielsen Company audience report](#) reveals that adults in the United States devoted about 10 hours and 39 minutes each day to consuming media during the first quarter of this year.

The report, which was released Monday, included how much time we spend daily using our tablets, smartphones, personal computers, multimedia devices, video games, radios, DVDs, DVRs and TVs.

**-CNN.COM
HTTP://WWW.CNN.COM/
2016/06/30/HEALTH/AME
RICANS-SCREEN-TIME-
NIELSEN**



A LIBRARY'S MISSION STATEMENT

The mission of The New York Public Library
is to inspire lifelong learning, advance knowledge, and strengthen our communities.

Multnomah County Library's mission:
Empowering our community to learn and create

The Mission of Sherwood Public Library is
to inspire discovery, enrich lives and build community through equitable access to life-long learning.

DIY CROWNS



CELEBRATE THE ROBIN HOOD FESTIVAL IN STYLE



AGES 12-ADULT
REGISTRATION
REQUIRED

WEDNESDAY,
JULY 13TH
3:30PM

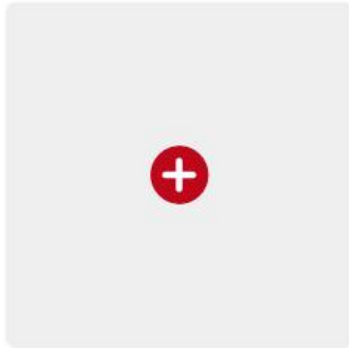
CRAFTING, CONNECTIONS & COMMUNITY







PINTEREST INSPIRED CRAFTS



Save Pin



This is one keepsake grandparents can put to good use! Check... ↑ 2.1k

Jenny Locke Swans...
DIY Craftshop



Oregon String Art, State string Art, Oregon Nail Art, Rustic... ↑ 68

DIY Craftshop



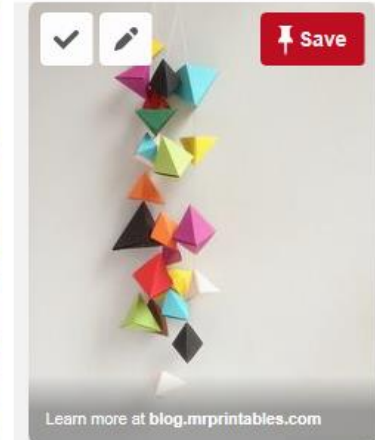
HERES HOW:
LAS CHICAS DEL TALLERCITO ↑ 2.7k
make a flower crown

Jenny Locke Swans...
DIY Craftshop



Bricks painted to look like books in the garden. ↑ 110.8k

Jenny Locke Swans...
DIY Craftshop



DIY origami tutorial ↑ 21.8k

Jenny Locke Swans...
DIY Craftshop



CUSTOM peg doll family of 4 // 2 parents and 2 kids/pets... ↑ 1
CUSTOM big peg

CANNED CRAFT IDEAS



**Mason Jar
Luminaries**



CHOOSING A CRAFT

- Teach a skill
- Encourage individual creativity
- Have fun and promote pride in a creation

I MADE this!

CHOOSING YOUR CRAFT

- Do you have a dedicated program space?
How big is it?
- Will you have anyone helping you with the program?
- What's the intended age of your participants?
- What's your personal crafting ability or comfort level?

CHOOSING YOUR CRAFT

- What basic skills will participants need?
- What will they learn?
- Consider seasonal interest
- What's your budget?
- It should be fun!

BRAINSTORMING



**5 PROGRAMS
FOR YOUR LIBRARY**



**STRETCH YOUR
BUDGET**

STRETCH YOUR BUDGET

2015/16

- Flower Crowns: \$38.29
- Felted Acorns: \$25.94
- Glitter Houses: \$40.64
- Snow Globes: \$54.65
- Wearable Art Pins: \$47.53
- Pennant Banners: \$51.50
- Embroidery Hoop Art: \$111.74
- Paper Flowers:
\$0

2016/17

- Flower Crowns: \$39.17
- Felted Acorns: \$0
- Peg Dolls: \$39.17
- Origami Light Strings : \$47.84
- String Art: \$7.80
- Stamp Carving: \$115.75
- Hidden Book Safes \$83.47

STRETCH YOUR BUDGET

- Choose your craft wisely / choose budget friendly crafts
- Shop early / plan ahead
- Create a program around leftover supplies
- Share your supplies
- Donations are great!
- Buy in bulk

STRETCH YOUR BUDGET

- Find unique uses for everyday items
- Don't be afraid to ask attendees to bring their own tools or to share available supplies during the program.
- Invest in regularly used tools and supplies.



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STRETCH YOUR BUDGET

PREPACKAGED CRAFT KIT

\$28 EACH X 19 = \$532



DIY CRAFTSHOP SUPPLIES

X 19 = \$39.17



50 Wooden Peg Dolls / 10 Famil...
CedarOaks \$12.85



**SET YOURSELF UP
FOR CRAFTING
SUCCESS**

MARKETING CREATIVITY

Felted Acorns
DIY CRAFTSHOP


Wednesday, October 19th 3:30pm

ages 12-adult
register at the
front desk.



a monthly craft series inspired by Pinterest.

XXXXXX
embroidery hoop art
DIY CRAFTSHOP
Thursday, March 17th 3:30pm
ages 12-adult
register at the front desk.



a monthly craft series inspired by Pinterest.



pennant banners
DIY CRAFTSHOP
Thursday, February 18th 3:30pm
ages 12-adult
register at the front desk.



a monthly craft series inspired by Pinterest.

snow globes
DIY CRAFTSHOP
Thursday, December 17th 3:30pm
ages 12-adult
register at the front desk.



a monthly craft series inspired by Pinterest.

wearable art pins
DIY CRAFTSHOP
Thursday, January 21st 3:30pm
ages 12-adult
register at the front desk.



a monthly craft series inspired by Pinterest.

DIY CRAFTSHOP
paper flowers
ages 12-adult
register at the
front desk.



Thursday, April 28th 3:30pm



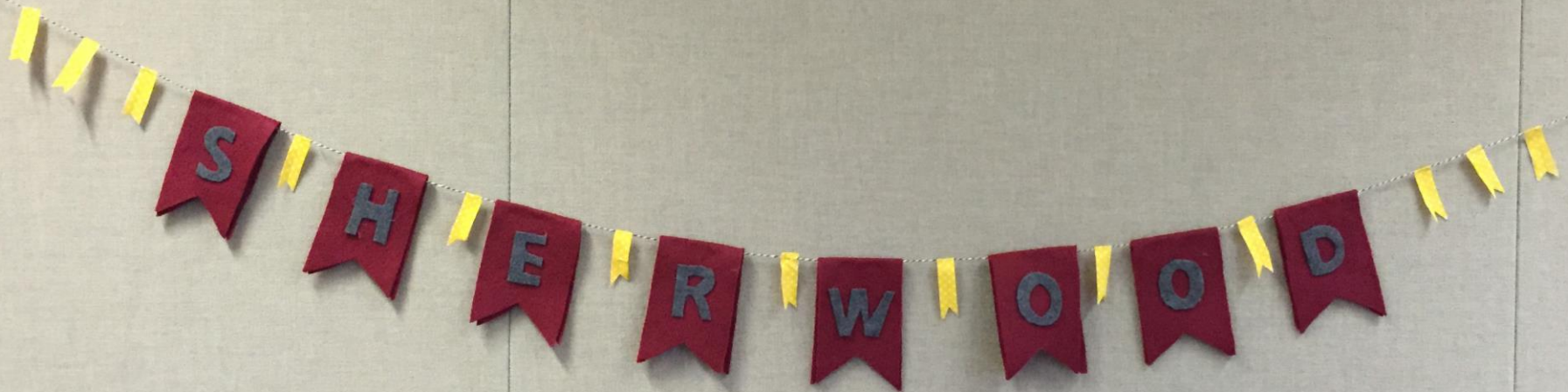
SET THE SPACE TO ENCOURAGE COMMUNITY BUILDING



PLAN AHEAD



BE A CRAFTING CHEERLEADER



HAVE FUN!

1. Crafting satisfies the human need to create
2. Crafting allows us to feel like we're a part of something bigger
3. Crafting can bring meaning and pride to our lives
4. Crafting makes us feel good
5. Crafting takes us away from our screen and our tech heavy lives



MINIMIZE YOUR CRAFTING PITFALLS

**WHEN BAD CRAFTS HAPPEN TO GOOD
PEOPLE**

MINIMIZE YOUR CRAFTING PITFALLS

WHEN BAD CRAFTS HAPPEN TO GOOD PEOPLE

- Limit the options
- Control your supplies
- Some participants are nervous about crafting
- Ensure participants have enough time to finish their project
- Know what you're doing

MINIMIZE YOUR CRAFTING PITFALLS

WHEN BAD CRAFTS HAPPEN TO GOOD PEOPLE

Do the craft!



QUESTIONS?

DIY CRAFTSHOP

MINI WORKSHOP

FELTED ACORN PENDANT