

How to do a Quilter's Yard Hop Fundraising Event

By Joanne Lenigan of the Amador Valley Quilters

Stage #1 Planning and Permits

1. Select a date(s). Two to three consecutive days can be planned.
2. Announce the event to the quilting guild and ask for volunteers to:
 - a. Allow use of their yards or driveways. Also be sure that these locations are accessible to all persons. (This is very important!)
 - b. Secure permits for this event, if necessary. These vary by locality. Check carefully!
 - c. Conduct a safety inspection of the proffered locations and correct any issues.
 - d. Select committee chairs to form teams that will:
 - a) Set up Drive By collection sites. (We did 2 of these one month apart.)
 - b) Set up drop off sites for those unable to do the above.
 - c) Have a Sorting Party (outdoors) to divide the collected treasures into Categories: yardage (1/4yd-2 yd & 2 yd+), precuts, panels, notions, kits, UFO's, yarn, large items such as quilting frames, and books. Note: All items donated were from guild members or their friends and family. A few more trickled in from non-guild affiliates after the events were publicly promoted.
3. Establish prices. Ours were: fabric @ \$3.00/yd; panels, kits, UFO's @ \$1.00 to \$2.00; We also priced precuts. For example, we created our own 50 piece jelly rolls that sold for \$8.00. Our 50 piece layer cakes sold for \$10.00. Both were a mixture of fabrics.
4. Have the Category Teams sort, measure, mark and price their items. We did much of this work at home due to the shelter in place restrictions imposed by Covid-19. There was a designated drop off place for each category. Placing a bin on your porch helps!
5. **Publicity:** We designed a poster* that we emailed to quilt guild members. We asked each member to print out 2 copies and distribute them locally--the common laundry room bulletin board, local sewing store bulletin board, church online and in house vestibule bulletin boards, grocery community bulletin boards, and the windows of local sewing machine repair shops were good sources. We also posted on our website, our Face Book page, in local cities Patch, in local newspapers, and on Craig's List.
 - We made two different poster formats: a full page and a quarter grid page. This allowed members to post one and carry the small handbills to distribute to potential customers in public places. This was limited, due to Covid-19 restrictions; but we still managed to distribute a good number before the event. My advice: Do talk to "strangers". They are probably future customers!
6. Procure tables, chairs, and sun shelters. Practice setting them up, if necessary.

7. Have volunteers select their work shifts for event jobs. These events ran for two consecutive days from 9:00 AM to 4:00 PM for the September sales, and from 9:00 AM to 3:00 PM for the October sales. Shifts were from 9:00 AM to 12:30 PM and 12:30 to 4:00 PM for September sales. Shifts were from 9:00 AM to 12:00 Noon and 12:00 Noon to 3:00 PM for the October sales. Volunteers chose their shifts. It is a good idea to have more than one tabulator, cashier, and bagger. Sales are brisk if an event is well attended! **Our jobs were:**

Registrar (We obtained the name, city, and phone number of each guest. We met no resistance when the guests were told that we would call them if anyone who worked or attended the event became sick. We did the writing so that we didn't need to sanitize pens for each guest. We provided hand sanitizer. We required guests to be masked unless medical conditions did not advise this practice. (We included "Hand sanitizer provided." and "Masks encouraged." on our posters.)

Roamer: This person walks around the entire set up and assists guests by answering questions, or by directing them to persons who can better answer their questions. They also "tidy" up the displays. (Wear sturdy shoes for this job!)

Tabulator: This person tallies the guest's items and adds the total. (Calculator and tally sheet needed!)

Cashier: This person accepts cash, checks, and credit cards through the Square. This will vary with each guild. (Our poster advertised: cash, checks, credits cards accepted.)

Baggers: We used bags collected from local grocery stores. The baggers cheerfully placed the guest's treasures in the bags and thanked them for coming. Some of our baggers were children or grandchildren of our members.

8. **Traffic:** We used chalk to mark foot traffic flow and social distancing guideline of 6 feet. We had street parking available at all of the sale sites. Check local ordinances carefully, as they can vary! Each hostess informed her neighbors well in advance of the Yard Hop.
9. **Freebies!** We had a box of free fabric scraps that we encouraged guests to take for making masks. We had boxes of books, and we allowed children accompanied by an adult shopper to chose one book for themselves. They were quite excited to do this. Adult shoppers paid \$1.00 for their book.
10. **Locations:** There were 4 yard hop locations for the September sales and 3 locations for the October sales. Punch cards were distributed to each guest at both events. The card was punched or stamped at each location when they finished shopping. If they visited all of the locations during the event, their cards with contact information were collected at the last shopping location and placed in an opportunity drawing. All of the prizes were donated by quilt guild members.