



USE SOCIAL SHOP PROGRAMS TO
BUILD COMMUNITY AND DRIVE
SALES

Pam Cobb and Lynn Rinehart, The Stitch TV Show

Social Community Foundations



- ❑ **Interests:** What clubs/activities can be based around a specific interest?
- ❑ **Goals:** What quilts, projects can be completed?
- ❑ **Celebrations:** What are you customers celebrating? OR give them reasons to celebrate with you!

And where can sales be gained?



Programs for Interests

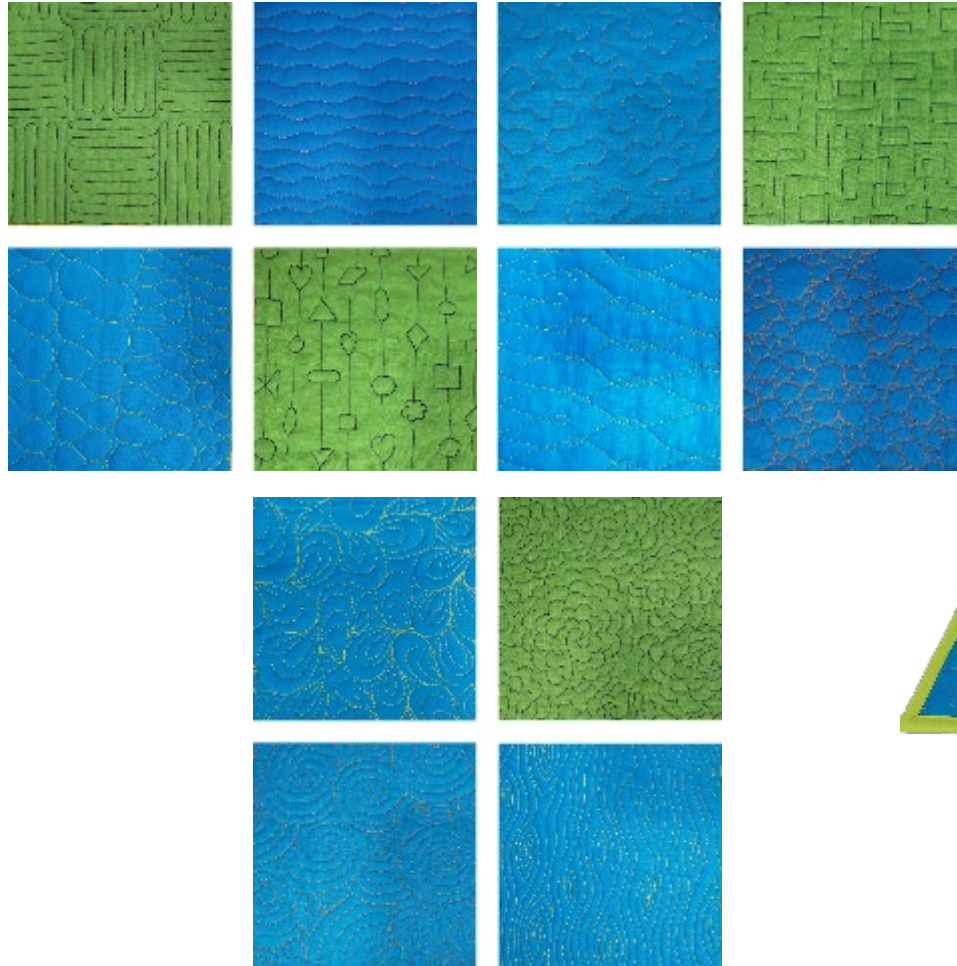
Form clubs or gatherings around common interest:

1. New techniques or topics for each meeting OR
2. Provide space for this activity or presenter



Free Motion Quilting Club

1. New monthly free motion quilting design
2. Projects to make from quilted samples
3. Suggestions for upselling notions and accessories at meetings



Stripper's Club



- Host a monthly meeting featuring a new pattern and create your own themed kit each month with new fabric lines or curated sets.
- You Spin Me Right Round is perfect for this club!
- SALES: Club fees, pattern sales, fabric and any tools/notions to make the projects.



Ruler Club



- Feature a new ruler and related project each month.
- Diamonds are Forever uses the Diamond Reqs ruler from Studio180, and shows how to improv design with traditional piecing accuracy.
- SALES: Club fees, pattern sales, fabric and any tools/notions to make the projects.



Applique Club



- Get Spooled is a great basic fusible applique club project as a wallhanging in your sewing room.
- SALES: Club fees, pattern sales, fabric and any tools/notions to make the projects.



Other ideas for clubs of interest

- Hand Quilting Club
- Hand Applique Club
- Sit and Sew Club
- Fiber Art Club
- Postcard Club
- Wool Work Club
- Embroidery Club
- Bag Club
- Fat Quarter Club
- Ornament Club
- **Cosplay Club**
- Pillow Cover Club



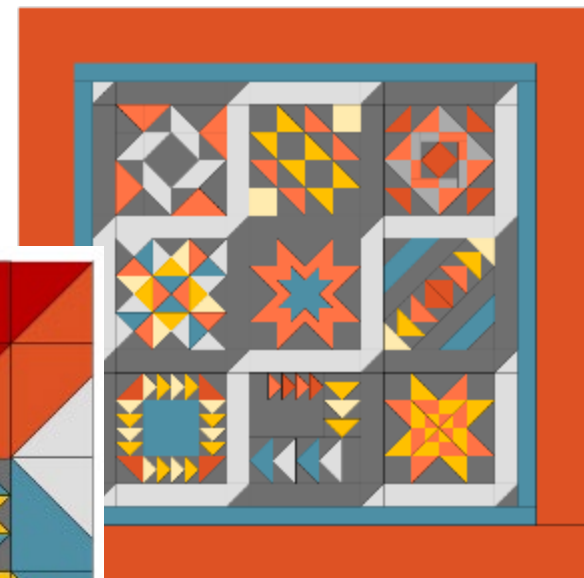
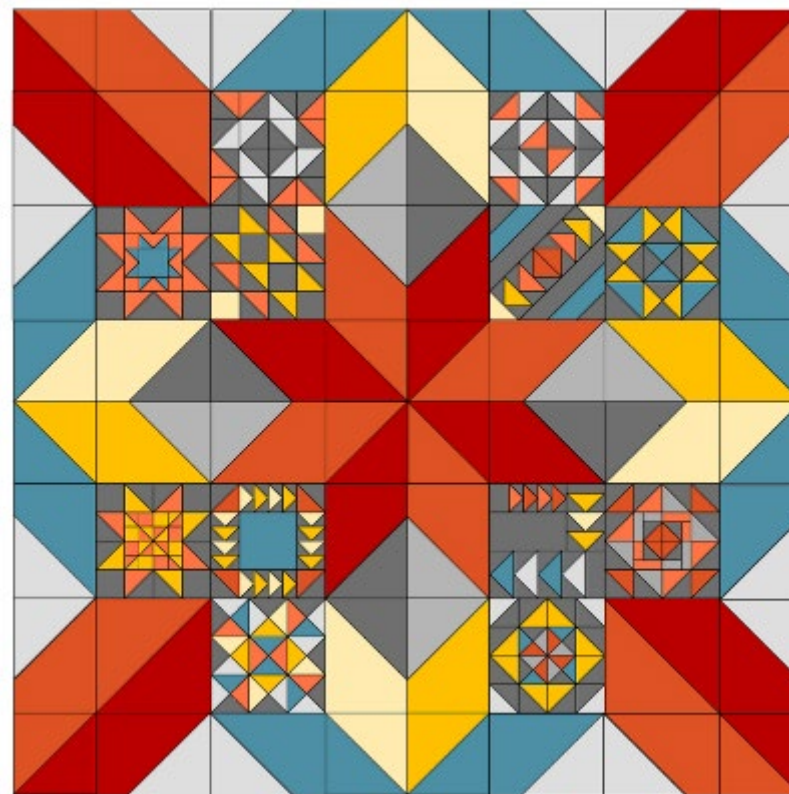
Programs for Goals

Each meeting is used to work on a project or give a presentation to help to complete a task



Yada Yada Block of the Month

This BOM covers 12 different methods to make Half Square Triangles, Quarter Square Triangles and Flying Geese.



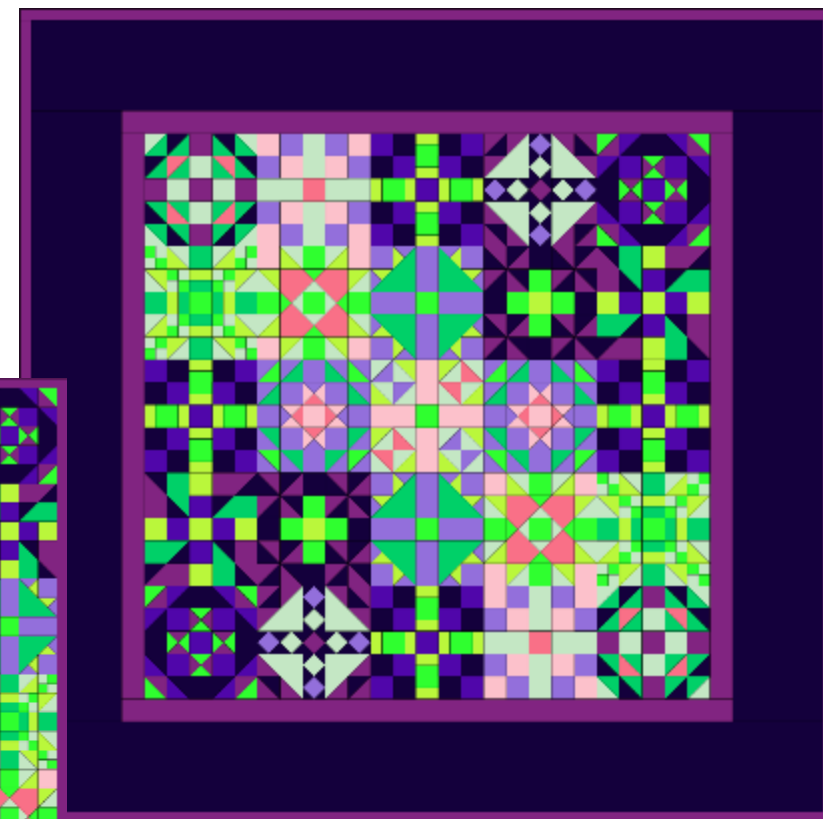
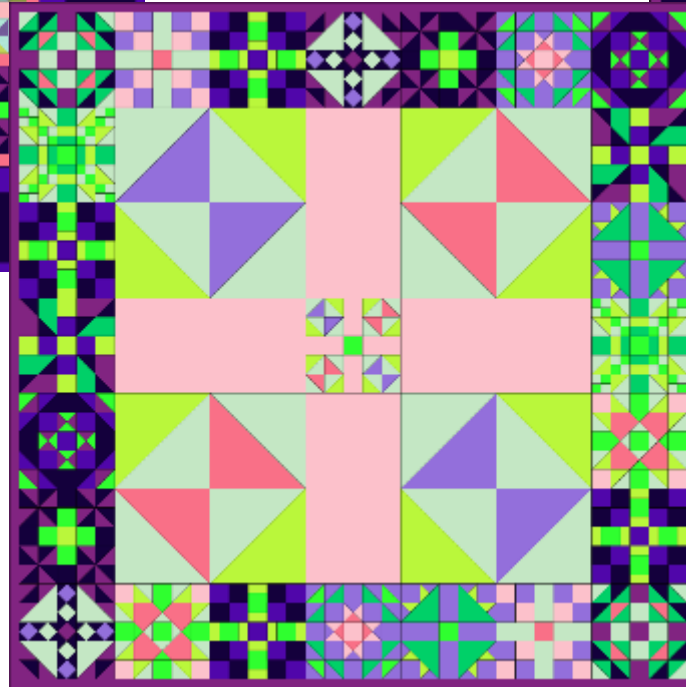
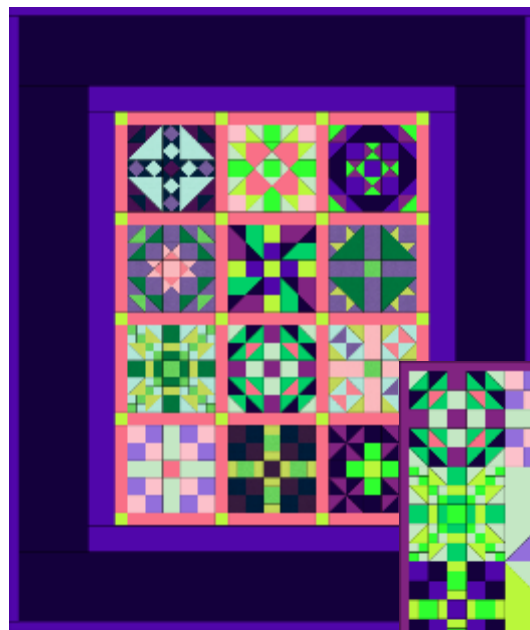
Filmore Block of the Month

Filmore is a great blend of traditional and modern piecing techniques with upsell suggestions for each block, and three layouts.



Quilt Lit 101 Block of the Month

Quilt Lit 101 is a combination BOM and book club with quilty discussion guide, three layouts, and upsell suggestions for each block.



Quilt Lit 201 Block of the Month

Quilt Lit 201 is the sequel to the 101 program. 12 new books, and more quilting discussion guides, 3 layouts, and upsell suggestions for tools and additional blocks.



Other Goal-Oriented Clubs

- Baltimore Album
- One Block Wonder
- New York Beauty
- Dear Jane
- Paper Piecing



Programs for Celebrations

Each gathering is a celebration or prep to celebrate a holiday or event



National Cuddle Up Day (January 6th)

How do you cuddle without a quilt?

Main Squeeze is a Layer Cake pattern that will help with all the squeezey cuddles.

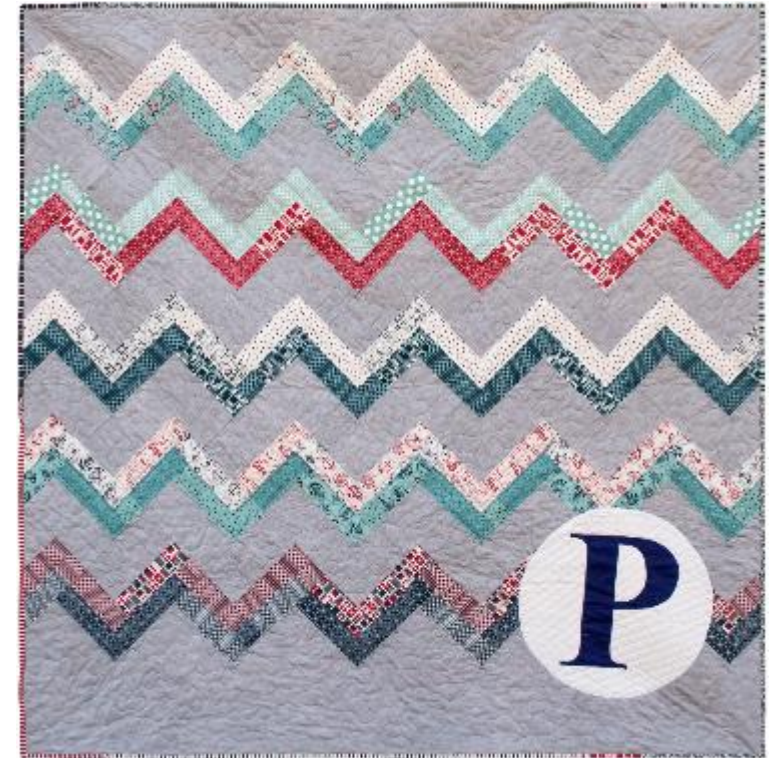


All Sew Superbowl (Superbowl Sunday)

Sportsball!

Have a great day of sewing for non-football fans (but make a quilt for your sports-loving family).

Sportsball comes with football, basketball, baseball, and soccer applique templates.



National Quilting Day (March 21, 2020)

NO REGERTS!

This is a pre-fused, laser-cut applique kit and pattern to celebrate all the quilting.



National No Housework Day (April 7)

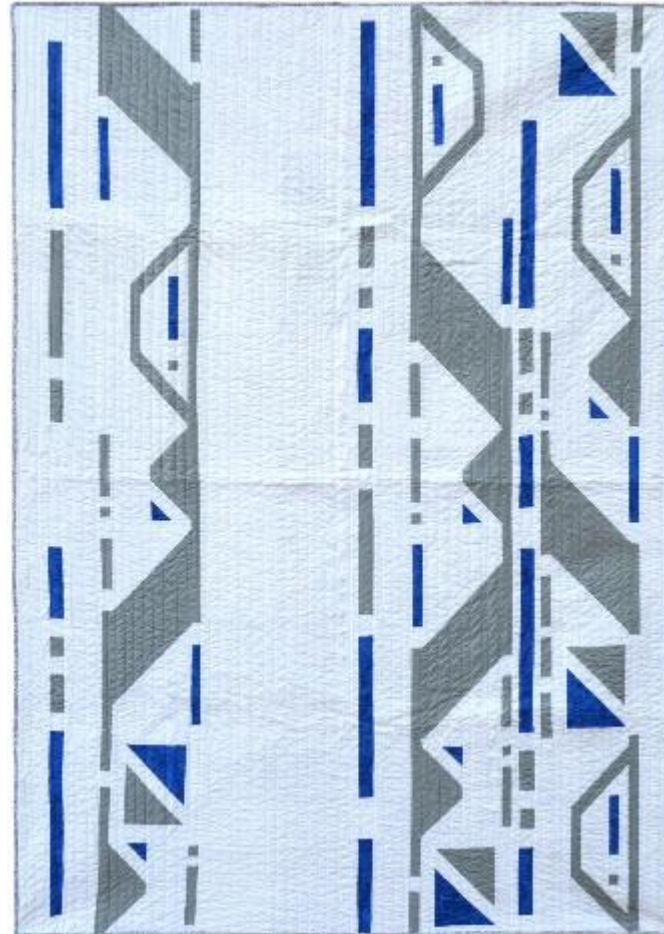
What better way to celebrate No Housework Day than to sew a NOPE quilt?



Star Wars Day (May 4)

May The
Force Be
With You!

Celebrate by
making a
Droid Quilt,
the perfect
quilt for the
movie
marathon.



National Curves Day (2nd Wednesday October)

Learn to sew curves to celebrate!

The Stripper's Knot quilt is a twist on the lover's knot with fabric strata to add interest.



Other National Celebration Days to consider

- National Handmade Day (April 7th)
- National Creativity Day (May 30th)
- National Doughnut Day (First Friday in June)
- National Sewing Machine Day (June 13th)
- National Cheer Up the Lonely Day (July 11th)
- National Get Out of the Dog House Day (July 15th)
- National Gorgeous Grandma Day (July 23rd)
- National Just Because Day (August 27)
- National Swap Ideas Day (Sept 10)
- National Talk Like a Pirate Day (Sept 19)
- National Taco Day (Oct 4)
- National Handbag Day (Oct 10th)
- National Doughnut Day (Nov 5th) (AGAIN!)
- World Kindness Day (Nov 13th)
- National Answer the Phone Like Buddy the Elf Day (Dec 18th)

RESOURCE: nationalcalendarday.com



Promote your program!

- Use hashtags on social media tied to the celebration or topic
- Use emojis to dress up the text
- Take photos at the gathering of all the FUN everyone is having and post them!
- Stick around for “Use Online Videos to Increase Sales” at 12:10pm for tips on creating videos



Crazy Modern

an e!t and eddie pattern



Recommended Playlist
Included

Get the handout
from this session
and more
information by
scanning the QR,
or **visit**
TheStitch
TVShow.com/
Handouts



Questions? Visit us at booth #941 or email info@thestitchtvshow.com

Catch our shows at [YouTube.com/TheStitchTVShow](https://www.youtube.com/TheStitchTVShow)

