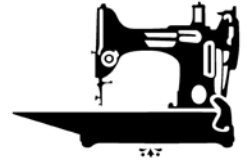


Featherweight Fellowships, Clubs & Sew Alongs

*Notes on Getting Started**



*Notes graciously provided by Donna Hoover, [Timber Villa Quilts](http://www.timbervillaquilts.com)

These notes are a composite of some of the things we did to plan our “Organizational Meeting”. We dove into this completely cold not knowing if we would get any responses. The best advice we received from an existing group was:

1. Just pick a date and get started – even if it means that you only invite personal friends or relatives in the beginning. Word will get out and the group will grow.
2. Don’t be overly concerned about organization – let the group develop in a free-flowing manner.
3. Don’t worry about numbers – the group will grow and evolve on its own and find it’s common thread. People will come and leave until the personality of the group is defined. Some may choose to start up their own group, going in a different direction. It’s all good! The purpose of these groups is to provide sisterhood and a place to share our creative side.
4. Enjoy the journey and the time you have with those of similar interests. Don’t let rules and regulations get in the way. Laugh, eat, try new things, and have fun!

Here are some of the things we did to plan and publicize our initial meeting:

1. Get your group included on the list that the Singer Featherweight Shop is compiling. You will need to pick a name and have someone volunteer to be the contact – supplying her name, phone, and email address. You don’t need to have the meeting day and time yet.

The link for the list with instructions is: <https://singer-featherweight.com/pages/featherweight-fellowship>.

2. Pick a date and a place for an Organization Meeting. Plan for about 4-6 weeks out (you will need that amount of time to do research and publicity).
 - a. You only need a room with chairs since those attending won’t be bringing machines or sewing projects. We chose my church, but other ideas are a library, school, retirement community or quilt shop.
 - b. We decided on a Saturday morning to allow working-women or those with families to attend. This is will be dependent upon on your audience – we actually ended up with all retired women anyhow!
 - c. We publicized the meeting to be 1 ½ hours because we had guests from another group coming to share. It was just about the right amount of time.
3. Start publicizing your meeting everywhere you can think of and invite everyone you know who has a vintage machine and would like to sew.

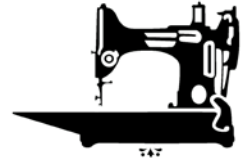
These are some of the places we used:

- a. Facebook Groups – The Henry’s will allow you to announce it on their site. Some of the other Facebook Groups will allow it as well. Just check with the administrator before posting.
- b. Your own Facebook page! You may be surprised how many friends and friends of your friends might have a sewing machine. You can also promote the post for a small amount (I spent less than \$20) to reach a targeted audience in my area.

For more Featherweight Fellowship information, visit the Featherweight Shop at www.Singer-Featherweight.com

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{*continued...*}

- c. Quilt Shops / Fabric Shops / Craft Shops – some will allow you to post a flyer. Our fabric shops are too far for us to use to promote a local group but that may be an option for you. Some of the national chains do not allow local advertisements or flyers, however.
 - d. Local Newspaper – Our local newspaper ran an article about it for free as a Community Service (a copy of what they ran is attached).
 - e. Local Advertisement Paper – we get a free weekly advertisement newspaper and they also ran it as a community service. This type of newspaper needs a few weeks of advanced notice to get it included.
 - f. Client lists – I sent a personalized email to my clients (I do longarming and vintage sewing machine sales and service) inviting them to attend. I have made it very clear, however, that the group is not an extension of my businesses but something I am doing for my personal sewing time. I need them to understand that as much as I need to stay committed to it.
 - g. Quilt Guilds – We also had the meeting announced at Guild meetings in our area. We have found that you need to email information as much as 2 months in advance for inclusion in a Guild newsletter but we were able to make some weekly emails and announcements at their monthly meeting.
4. Start doing some research for a facility to hold the group. We wanted to provide some alternatives during the brainstorming time, so we did some initial research.

The places we checked:

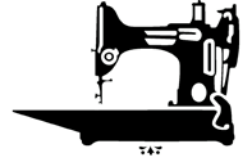
- a. Local Library
- b. School
- c. Fire Hall
- d. Quilt Shop
- e. Sewing Centers
- f. Retirement Village
- g. Church
- h. Personal Homes

The things you need to evaluate for each of them:

- a. Availability
- b. Cost
- c. Parking
- d. Accessibility (steps or elevator to the room)
- e. Lighting
- f. Electrical Outlets / Electrical Capacity
- g. Kitchen Facilities

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*Notes on Getting Started**



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{continued...}

- h. Restrooms
 - i. Setup / Take Down Requirements
 - j. Tables / Chairs – How many can be accommodated
 - k. Storage availability
5. Plan your agenda – I've attached the one we used.
 6. Plan some refreshments – coffee, tea, and a few goodies are plenty!
 7. Enjoy your meeting and let the others take over! You will be amazed...

Some things we did right and some things I would change:

1. We invited some members from another group to join us and share how they got started and what sort of things they do. It was wonderful! They really energized the women attending our meeting and we gained a lot of interest in planning a multi-day retreat once we're organized.
2. Our invitations and announcements did not require an RSVP. As a result, we did not know how many to plan for. This could have been a negative as far as having leftover refreshments, but I think we also gained some last-minute attendees since they knew there wasn't an RSVP list.
3. We focused a lot of time on spreading the word via Facebook but the majority of our attendees were there from a personal invitation and one was there because her husband saw it in the newspaper. We live in an older conservative area and I'm still trying to figure out the best way to publicize.

I'm attaching the following in Word format so that you can edit and use it if you embark on this journey:

1. Organizational Meeting
2. Sign-in Sheets
3. Newspaper Article

You are welcome to copy the information from the event on my Facebook page if it is useful. The Page is "Timber Villa Quilts".

Good Luck! Let me know if I can share anything else with you.

Donna Hoover
Timber Villa Quilts
timbervillaquilts@comcast.net
717-471-4207

Featherweight Fellowship Meeting Announcement

The Featherweight Fellowship of _____ will be holding an
organizational meeting on _____, at _____
at _____.

(City, State) *(Date)* *(Time)*
(Location)

A Featherweight Fellowship is for owners of vintage Singer Featherweight 221 & 222 sewing machines who are interested in meeting and sharing time with other Singer Featherweight enthusiasts.

Join us for an organizational get together of Singer Featherweight owners who are interested in (or in need of) setting aside some time each month for personal sewing. Topics to be discussed at this meeting include frequency, location, day and time, possible facilities and cost. This will be an informal gathering of those who just want to sew, chat, eat, learn, and socialize with other Featherweight owners while completing some sewing projects.

No need to bring your machine or project to this first meeting. Just come with ideas on what you would like the Featherweight Fellowship to be.

For additional information please call or email:

(Name, phone & email of organizer)

Featherweight Fellowship of _____
(Location)

Organizational Chat _____
(Date)

Let's chat about:

1. Who we are and why we're interested in forming a Featherweight Fellowship.
2. What we'd like the Featherweight Fellowship to be.
3. What sort of things do we need to decide to get started?
 - a. What should we call ourselves?
 - b. Where should we get together?
 - c. When should we get together and for how long?
 - d. What do we do about possible expenses?
4. What's the best way to communicate with each other?
5. When's the next time we can get together and bring our Featherweights?
6. Who's willing to help get us organized?

Thanks for coming! Happy Featherweight Sewing until next time...

Featherweight Fellowship of _____
(Location)

Organizational Meeting _____
(Date)

Agenda:

1. Introductions:
 - a. Name, Town, Number of Featherweights
 - b. What do you want to get from the Featherweight Fellowship?
2. Purpose:
 - a. What we are..
 - b. What we are not..
3. Brainstorming:
 - a. Fellowship Name?
 - b. Facility
 - i. Location – City, County, State, Other?
 - ii. Facility Requirements – Parking, Electrical, Lighting, Kitchen, Ironing Table?
 - iii. Rental Fees?
 - iv. Possible Facilities to consider
 - c. How often to meet / When to meet / How long to meet each time
 - d. Do we want to consider doing retreats?
 - e. Do we want to consider doing shopping trips?
 - f. How do we pay facility rental fees – Annual Dues / Meeting Donation?
 - g. Do we want refreshments at meetings?
 - h. Are we a closed Featherweight Fellowship (*e.g. membership*) or open (*anyone can attend*)?
 - i. Do we want to do charity projects?
 - j.
 - k.
4. Communication:
 - a. Communication Coordinator - _____
(Name)
 - b. Preferred communication method - Email / Facebook / Phone?
 - c. Public announcement of meeting - What newspaper or TV community calendar?
 - d. Directory – Name, email, facebook account, phone
 - e. Facebook Group Name – (*e.g. Featherweight Friends of _____*)
(Location)
Private or Public Facebook Group? (*What is the difference?*)
5. Assignments
 - a. Investigate / Schedule a Facility - b.
 - c.
6. Next Time Together –

Featherweight Fellowship of _____
 (City, State)

| Name/Address | Email Address | Preferred Phone | Facebook Name | Preferred Communication |
|--------------|---------------|-----------------|---------------|---|
| | | | | <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Facebook |
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