



# A National Campaign for Craft

Date 12.09.16

**Thank you to everyone that gave feedback to the Craft Club annual survey!**

Those survey answers are invaluable to our project and help us prove the difference that Craft Clubs make in terms of community, skill sharing and craft education.

There were some very insightful practical suggestions that the Craft Club project will certainly take on board – like 'Advertise yourself better!', 'Regional meet ups', 'Be present at shows and community events' and 'Make available some branded editable certificates'!

We also now know that above everything else that the project could offer, Craft Club members value being taught new craft skills to pass onto their club, which is something that we will make the focus of our year ahead. In fact if you are on our newsletter mailing list you will receive an email with our September newsletter which focuses on the craft of automata making, with a custom designed tutorial to help all Craft Clubs try out a new skill. (If you want to see past craft tutorials, including [origami](#) and [brush-making](#), have a peek [at our web page here](#))

We're really proud to learn from the survey that the most popular words associated with Craft Club are 'creative', 'fun', 'welcoming' and 'friendly'. If we could sum up the ethos that we'd wish for the Craft Club campaign, those words would pretty much coin it.

But more than anything; it was a true pleasure to get an insight into you, our Craft Club members - what matters to you, and what you hope for the future of our beloved project. We always knew that craft education mattered to our members, but now we know how deeply you feel about it. And for the first time, we have proper evaluation that shows that 'sharing', 'community', 'well-being' and 'ideas and inspiration' rate at the top of your list for the project's significance.

So thank you! Because of your feedback we can continue to direct the project, we can be inspired by your passion and we can look forward to an even more meaningful Craft Club future.

We've included some of our favourite quotes from the survey below and we hope you'll keep us updated with your crafty activity and keep making!

Best wishes,

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**Some quotes in response to the question; 'What is the important aspect of Craft Club';**

- "Trying to build children's confidence in their ability to produce a craft item that they are proud of, to introduce ideas they can use at home and to increase their patience level!"
- "That there is an organisation that recognises crafting as a valuable endeavour, showcasing and celebrating craft in all its forms."
- "Meeting up with 'crafty' people, sharing skills and experience. teaching the next generation the value of taking time to create something and the benefits that it brings:- pride, boosts self-esteem, helps you relax."
- "Sharing. A way of preventing loneliness."
- "Promotion of craft and allowing children to explore their own ideas, learn about their hidden talents, have a child centred space in school, and having lots of fun!"