



Quilters' Connection

Quilt Show Publicity Job Description

Publicity

- Initiate the first and second printing of flyers and bookmarks to promote QC Quilt Show (Staples – too expensive; Framingham Alphagraphics printer – less expensive and more responsive)
- Send press releases to all neighboring local newspapers - online and print
- Send welcoming Quilt Show letters with flyers and bookmarks to ALL guilds that are members of the New England Quilt Museum
- Mail Quilt Show raffle tickets (5 each for blue and yellow quilts) to QC members who were not present at members' meeting.
- Encourage members to distribute flyers and bookmarks (have ample supply at two meetings)
- Post flyers in local retailers, libraries, etc. and Fabric Place Basement
- Negotiate advertising deal with Fabric Place Basement for \$700.00 as our QC Quilt Show booklet sponsor
- Negotiate to have them donate 10 yards of fabric to raffle at QC Quilt Show
- At the Quilt Show, help at the Membership Table both Saturday and Sunday all day and promote the guild and encourage and recruit new members
- At the membership table help manage the raffle tickets for the donated fabric from Fabric Place Basement
- Researched and send invitations to surrounding area senior centers and senior living communities. Send flyers to program directors.