

CASE STUDY
ACTION PLAN

SETTING UP A NATIONAL NETWORK OF CRAFTING COLLABORATORS

BUDGET GUIDE: £1,000 - £12,000

COSTS MAY INCLUDE:
PROMOTIONAL MATERIALS INCLUDING A WELCOME PACK CONTAINING CERTIFICATES, BADGES AND STICKERS, WEBSITE DEVELOPMENT, PHOTOGRAPHY, COMMISSIONING CONTENT PRODUCTION, WORKSHOP FACILITATION COSTS.

APPROXIMATELY 70 - 100 HOURS OF TIME REQUIRED TO SET UP THE NETWORK, AND THEN 6 - 12 HOURS PER MONTH TO MAINTAIN AND EXPAND THE NETWORK.

OBJECTIVES

- To develop a network of businesses and individuals who promote and support ethical, environmental and sustainable behaviours in relation to clothing and fashion
- To establish a mutually beneficial relationship with members of the network
- To promote workshops and events run by members of the network to encourage more people to learn the skills required to fix, make or upcycle clothes by providing a free online search facility
- To have access to a pool of experts and professionals who can deliver workshops to members of the public and provide content such as blogs, videos and guides to engage with the campaign's target audiences.

PLANNING

STEP 1: DO YOUR RESEARCH

Seek out organisations who are passionate about sustainable fashion; whether that's through making clothes and accessories by re-using materials; teaching sewing, upcycling and repair skills within their communities; or providing

tailoring and alteration services to help keep clothes in use for longer. Create a spreadsheet to record relevant details including location, skills and contact details, and to track activity.

STEP 2: BUILD A RELATIONSHIP

Contact all relevant organisations and individuals – introducing them to your campaign, and providing an overview of the network, what it hopes to achieve, the benefits of becoming a member and how to sign-up. Create a simple sign-up form that asks for contact details,

company logo and high-quality images, website and social media information, a short summary of the business or individual and a space to sign and date the form. Seek advice from your legal team to create Terms of Reference for the network, that specifies:



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- The process for leaving the network (and who retains ultimate control for adding or removing contributors).
- Details about who owns the rights to photos taken at events shared by the network.
- Copyright information e.g. “You own the copyright in your postings, articles and pictures, but you also agree to grant a perpetual, royalty-free, non-exclusive, sublicenseable right and license to use, reproduce, modify, adapt, publish, translate, create derivative works from, distribute, perform, play, and exercise all copyright and publicity rights with respect to any such work worldwide and/or to incorporate it in other works in any media now known or later developed for the full term of any rights that may exist in such content. If you do not wish to grant such rights, it is suggested that you do not submit your content.”
- Tick boxes or an electronic signature to indicate that members agree to have their details shared and be contacted by you as part of the network.

----- MANAGING THE NETWORK -----

When a new member joins the network, add their information to your website and send the new member a welcome pack (including items such as a certificate, sticker and badge) to allow them to promote the network widely.

Once a small number of members have signed up to the network, you may want to host a webinar to introduce yourself to the members and discuss plans. This is a good opportunity to interact with the network and get their thoughts and ideas about how the network can work.

Send regular updates to members of the network to keep them updated with campaign plans and activities, successes,

and upcoming opportunities. Promote the members' events through your social media channels and continue to support their businesses and activities.

Identify opportunities for them to contribute guest blogs or other content that tie in with your calendar of campaigns and activities.

----- GROWING THE NETWORK -----

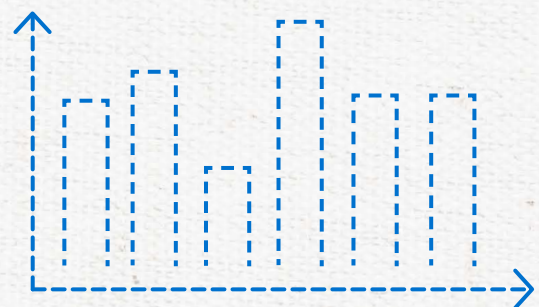
Create a page on your website to promote the network. Include a short introduction to the network and what kind of individuals and organisations might be interested in joining. Promote this page regularly on your social media channels.

Keep track of the geographical spread of the members of the network and continue to target organisations based in areas where there is currently no representation.

Continue to research organisations who would be suitable members of the network and contact them.

----- EVALUATION AND MEASURING SUCCESS -----

- How many organisations have you contacted about joining the network?
- How many members have signed up to the network?
- How many events are listed on your website?
- How many pieces of content have the members contributed?
- How many workshops have been facilitated by sewing and crafting businesses on your behalf?



SEE CASE STUDY

www.loveyourclothes.org.uk

