

Membership

Why did you join SAQA.

1. Sense of belonging or being part of something

“ You don't understand. I coulda had
class. I coulda been a contender. I
coulda been somebody”

I have a small quilt in the permanent collection of the Museum of Michigan State University collection of arts quilts. Why?

Why did the University Museum Curator choose my quilt besides the fact that it is totally awesome and marvellous.

Because it was part of a SAQA touring exhibit that gave him the opportunity to select a number of pieces at the same time to round out their collection.

My personal status has increased not because my work is fabulous and I am one of the greatest quilters that ever lived but because my quilt was in the right place at the right time because of SAQA.

Saqa shows the world my work and gives the world the unique opportunity to acquire it.

1. I am hoping that SAQA can help me move into the professional realm of my art career.
2. I was hoping to meet with a group of people who have gone beyond the log cabin quilt and who saw themselves as artists.
3. A SAQA member teacher talked to me about it. That was key and I thought it might help me to get more focused on building a body of work and getting my courage up to show my work in some manner or venue.
4. many of my artist friends belong, and I needed to be behind the firewall. Haven't gone there yet ... but hope to delve
5. impressed by SAQA travelling show at Stratford ontario and wanted to be part of group doing juried show
6. For personal and profession development and learning
7. I often would follow SAQA on the Internet and constantly see SAQA in magazines. I have to admit that I didn't feel confident in my art work to think that it was in the same category. I also know that in reality my work is worthy. Joining SAQA was suggested to me by a fellow artist which was enough to give me confidence to join (ML)
- 8: I joined SAQA to be inspired to create my own body of work.

What do you expect from SAQA over the next year

2. support freely given

“Without him I would have given up.”

([Pierre-Auguste Renoir](#) in talking about Claude Monet)

“Creativity is contagious. Pass it on.”

— Albert Einstein

1. I want to be aware of the shows and get accepted into them.
2. I hope to learn from people who have 'made it' into the conventional 'art' world!
3. I was just hoping to meet with a small group of local people. Some of the guilds are very large, and I was looking for a smaller group to meet with.
4. membership also helps to get me going to do something
5. Continued good information in the quarterly journals and perhaps better communication related to my geographic area.

3. What do you expect from SAQA over the next 5 years..

3. Productivity

Les autres parlent, moi je travaille.

Pablo Picasso

"I have less and less time, and I have more and more to say."

Pablo Picasso

Picasso produced over 13 thousand paintings or designs, 100,000 prints and engravings, 34 thousand book illustrations and 300 sculptures, becoming the most prolific artist ever

1. **Support and encouragement.** This means ideas, answers to questions about my art (how to improve), and less (or more) critical – how everyone else interprets what I’m doing – is it “wow” just because it’s sparkly, or is the idea, concept there.....I have no concept how to come up with an idea or theme so I look to SAQA to give me the idea and I interpret it.

2. Continued meetings and information, and forward motion in promoting the fibre arts

3.I look forward to the coming year with SAQA. I plan on entering some of the competitions and enjoying contact with other artists.

4.I joined SAQA to be inspired to create my own body of work. I am hoping to be able to have pieces done in the next year for participations in shows. I also love all the knowledge and information that is shared

5. I joint SAQA because I wanted more information on Fibre artists, the direction Fibre Arts is going, shows and workshops.

6. I joined SAQA to be more involved with the creative side of quilt art.I also found little or no displays of quilt art in Southern Ontario, I would like to change that. I would like to bring more SAQA and other like shows to our area to bring awareness of our art form. Feedback from “ professional” people

7. Membership will encourage me to doing more fibre art ...

8. More show opportunities that are relevant to my area geographically and better communication and get together opportunities with fellow SAQA artists.interchange of ideas and networking activities.

9. Growth ideas for me, more support – – and I need a forum to add my ideas and comments support other artists.

10.In five years my desire is to be very active in this wonderful community and to be a professional member

What I expect from SAQA in the next year is to give me more confidence as a quilt artist. What I expect from SAQA in the next 5 years is to help me be more visible, confident in my medium.

SAQA will give me an opportunity to meet other people and network with people in my area that I may never have met.

How do you find and attract new members

1. Listen for the same responses
2. turn responses into questions

Do you feel less enthusiastic about quilting or that you are missing something?

Do you want to improve your work and find that workshops and classes alone are not doing it.

Do you want to talk about your work and the work of quilt artists with other quilt artists

Do you want to meet people in fibre art and build a group of friends.

Would you like to make smaller more art like quilts and participate in national shows.

Do you want the counsel and advice of fellow quilters about how to improve your work.

Do you want to try new things in fabric and quilting ?

Motivate your current members:

“You have been care givers your whole life - looking after others, sharing and teaching others to share

Do not stop now
SAQA is about sharing

- bring your friends into SAQA so they too can benefit and then share what they have learned with others”

Where do you ask these questions?

Your members ask these questions all the time

I've learned that people will forget what you said,
people will forget what you did, but people will never
forget how you made them feel.

Maya Angelou

Tools:

1. print up rackcards/bookmarks for your SAQA group and distribute to all members to use - not brochure but simple little cards
 2. develop speaker group from among members
 3. advertisements in local guild newsletters
- “ for a good time call SAQA”
4. special presentations at guild shows- booth or site manned by best sales staff

Tactics: Use your current members/ your team to recruit

1. identify members who are in guilds- moles
2. arrange presentations at guilds by SAQA members or have them identify candidates for saqa membership
3. identify teachers and presenters among your membership - provide sales kit- cards information, talking points
4. All members are recruiters- be ready be armed(cards etc.), be selling

Strategies

members are best recruiters- friends and associates of members are best candidates

Teachers and presenters- get the word to guilds

staff of quilt shops etc- in store displays

Rephrase the questions to suit the speaker and the listener

Basic questions to ask :

1. Do you want on going support and encouragement in creative areas
- 2 Do you want regular contact with other art quilters
- 3 Do you want continued show opportunities
- 4 Do you want to build a body of work

Membership in SAQA is a personal human experience

People join for companionship and encouragement

Join because they are invited to do so by teachers and other members

join to take part in group shows

Membership suggests to them that they can go beyond where they are now if they had a group around them of like minded but more advanced artists from whom they could learn.

They are missing something now- cannot find it in quilt guilds or other groups to which they belong

Primary Target/ source of new members are

Quilting guilds
local fibre art groups
embroidery guilds

Your own members come from there (verify this). They must be the missionaries to these groups-- sales training- what can SAQA do for you?

Other points of contact with potential members:

Quilt stores and suppliers of fibre art materials- this is an area of contact with guild members as well . but also of lone wolves not associated with guilds

Offer to put up quilt displays in store with SAQA cards or labels

Offer to give classes - line up your teacher members so you can offer a roster of instructors to the quilt store

Encourage joint projects-

Local fibre art show involving four other guilds-

SAQA as leader of the group-people see SAQA in action and
join

also id replacement

Best practices 1: Teachers=presenters

Search membership for teachers and speakers- equip your teachers and presenters with cards and other data to seek out potential members-

I always give a SAQA pitch before trunk shows and several times during my classes-

Use SAQA website as source of examples on quilt design

Homework or preparation for my class I advise students to go to SAQA site to look for examples of what they would like to achieve.

I also give away journals and continually reference SAQA site and projects.

Best Practices 2: Primary source of new members are present members especially those who belong to other groups.- they must get the members

Technical data , website university etc. are all pluses and they can use these as sources of knowledge and inspiration- these are not why they join or the main thing they are seeking.

Why do we need members?

Why do we need to build membership in SAQA?

Why do we need to promote art quilts and fibre art ?

Alone we can do so little;
together we can do so much.

(Helen Keller)

dwanner@sympatico.c

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