



INTERNATIONAL BEADING WEEK 2018 28th July to 5th August 2017



Recruiting new members to the Beadworkers Guild during IBW

All of us at the Beadworkers Guild are very grateful indeed to everyone who has become involved with International Beading Week. We hope your event is a big success, and we are sure you will all have a great time.

This is an ideal opportunity to recruit new members to the Guild and we are providing all IBW event organisers (on request) with a small pack of information designed to help with this. If you feel you need more of any item, do contact us. We would be very grateful if you could have a look at it and keep it handy at your event. Every new member is important to the Guild.

The pack includes:

- A supply of the BWG leaflet, which describes all the benefits of being a Guild member
- A supply of our booklets Beginners' Basics 1 and 2 – as a free gift for any new beaders.
- A supply of membership forms. Membership forms can also be downloaded from the IBW website, on the 'Bumph' page.
- A supply of Welcome slips to give to any new members who join at your event.
- A flier detailing this year's IBW membership offer, which is also available from the IBW website.

There are a few points to make, when you encourage people to join the Guild during IBW at your event, which are:

1. **As a special offer** for IBW week only, a gift of a project pack (instructions, bead mat, beads, needle and thread) will be sent to new members with their New Membership Pack
2. On the reverse of the membership form is a Gift Aid section to be completed if possible. Gift Aid is an important source of revenue for the Guild, so if people can sign up for this, it is much appreciated.
3. Payment methods: Cheques should be made payable to The Beadworkers Guild. If people want to pay on a card, they should complete the details on the form; we will process the payment when we receive the form and will send their receipt with their new member's pack. For Direct Debits, the bank account details must be completed on the form, which must be signed.

If somebody is interested in joining but does not wish to do so at your event, then please encourage them to take a leaflet and membership form with them.

Please return any forms completed at your event by Special Delivery to the Guild for processing, details below. Also, please email a list of names and contact details (**but NOT financial details**) to Liz Thornton at enquiries@beadworkersguild.org.uk.

We are very grateful to you for this effort on the Guild's behalf.

We wish you good luck on the day, and best wishes from all at the Beadworkers' Guild.

Liz Thornton
Chairman, Beadworkers' Guild

To keep postage costs down and for all international beaders participating, most of the contents of the info pack are available to download for free on our website.

The Beadworkers Guild, 4 Honor Oak Road, London SE23 3SF.

www.internationalbeadingweek.com