

2017 Marketing Tools

AMERICAN PATCHWORK & QUILTING

1 MILLION PILLOWCASE CHALLENGE

#millionpillowcasechallenge



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Dear Quilt Shop Owner,

American Patchwork & Quilting® is thrilled that your shop is participating in the 1 Million Pillowcase Challenge. If you are new to the challenge, welcome! If you have participated before, welcome back and thank you for your support!

We are so excited to continue the 1 Million Pillowcase Challenge through 2017 (and beyond!). We're not stopping until we reach 1,000,000!

A handmade pillowcase seems like a simple thing, but it can mean the world to someone in need. A pillowcase can ease the fears of a sick child while in the hospital, provide comfort to a teen as they move to a new foster home or give hope to a family who recently lost everything in a tornado, flood or fire.

Retailer marketing tools are available to make your participation in the challenge a success:

- Ideas for hosting a successful event in your store to promote making pillowcases for local charities
- A press release and media pitch letter to build excitement and gain valuable press for your shop and event
- FREE patterns for pillowcases you can download and print to share with your customers
- FAQs, a list of suggested charities, featured fabrics, how-to videos and more!

We also will be mailing promotional items to display in your shop, including posters and counter cards.

SAVE THE DATE! We are hosting the fourth annual 24 Hour Pillowcase Sew-a-thon at *American Patchwork & Quilting* headquarters on September 15-16, 2017. Watch for email updates and details at www.allpeoplequilt.com/sewathon on how you can host an event in your area. We would love to have you join us virtually!

Be sure your donation counts! Following your pillowcase-making events, please visit AllPeopleQuilt.com/millionpillowcases and add the number of pillowcases your shop donated to our rolling counter. If you are hosting multiple events throughout the year, please designate someone in your shop to update the counter with your pillowcase donations on a weekly or monthly basis. You can always email us your count as well and we'll get it added to the counter. Email us at millionpillowcases@meredith.com.

We encourage you to familiarize yourself with the contents of this challenge packet, then begin making pillowcases right away—so you can make the biggest difference in your community! If you have questions not answered here, email us at millionpillowcases@meredith.com.

Joining *American Patchwork & Quilting* in support of the 1 Million Pillowcase Challenge are 2017 sponsors: AccuQuilt, Baby Lock, Benartex, Handi Quilter, Martingale, Moda Fabrics, Northcott, Paintbrush Studio, and Quilting Treasures.

We know quilting changes everything. We're counting on you to help us show the world!

Sincerely,

The 1 Million Pillowcase Challenge Team

A SMILE STORY

Amanda Boring learned to sew pillowcases at age 10 when she participated in a sew-a-thon at her local mall. She was hooked and wondered how else she could help the cause. She began saving her allowance to buy fabric. Her first purchase was patriotic prints that she donated to Amazing Grace Pillowcase to be made into pillowcases for veterans. She has since donated fabric several more times and makes pillowcases with Amazing Grace whenever possible.



tools for success

BEGIN NOW

Hold an internal meeting to inform staff and build excitement.

CHOOSE A CHARITY

If you don't already have a charity in mind, ask your employees or customers for suggestions. Research local charities to find those that accept pillowcase donations. You'll find a suggested charity list on AllPeopleQuilt.com/millionpillowcases that provides a great starting point. You may choose one charity or donate to multiple charities throughout the year. Select a point person in your shop to deliver the pillowcases to the charity. Don't forget to take photos and share your story with us at AllPeopleQuilt.com/stories.

DETERMINE A SHOP TIMELINE

Decide how often you will host pillowcase events. It's up to you! Remember, this can be an opportunity to teach people to sew. Invite your regular customers to bring a guest to one of your events so the guests can join the challenge. Host special events for school groups, Girl Scout troops, women's organizations, etc. to get even more people involved and into your store! In addition, have a collection area in your shop where customers can drop off pillowcases for your cause as well.

PROMOTE IN STORE

Create pillowcase kits that will allow customers (especially beginners) to easily participate in your event or to complete pillowcases at home. Create a display in your store or classroom to promote your event(s). For example, clip pillowcases to a clothesline, set up a bed display, or stack them high so people can see how many your shop has created! Hang posters and put up table tents.

GET LOCAL MEDIA INVOLVED

Promote your events in your newsletters and in your store and create excitement in your community by submitting the press release and media pitch letters. Search local media websites for contact names, e-mails, addresses, and/or phone numbers.

SOCIAL MEDIA

Use social media to promote your events. Facebook, Twitter, and a shop blog are great ways to let your customers know about your involvement with the 1 Million Pillowcase Challenge. If your shop has a blog, visit our website for blog buttons and a blog release with suggested text.

DOWNLOAD PATTERNS

Visit AllPeopleQuilt.com/millionpillowcases for patterns. Fabric companies are offering featured fabrics that will be promoted in the national ads and on the website. New pattern downloads and featured fabric options will be available quarterly.

DURING YOUR EVENT(S)

If you have beginners at your event, be sure to have employees or volunteers available to help with questions. Don't forget to take photos! Display the photos on a board in your store and upload them to AllPeopleQuilt.com/stories to share your pillowcase story.

UPDATE THE COUNTER

Appoint one person to update the counter on AllPeopleQuilt.com/millionpillowcases each time you complete a donation. Let your customers know how the counter update will be handled to avoid duplication. (If you are having issues with the counter, simply e-mail us at millionpillowcases@meredith.com and we'll add your count to our tally!) Keep a running tally near your register or donation spot so your customers can track progress. Let's show the world how generous quilters can be – 1 Million Pillowcases!

event ideas

SEWN WITH LOVE

Show local women in need some attention. Each person who finishes or brings in a pillowcase gets to dedicate a paper heart to someone they love! We'll display them on a shop bulletin board or stitch the hearts together to make a banner to hang in the shop.

Treats: Heart cookies, candy hearts

Possible charities: Domestic violence shelters, women's shelters, Pillows of Love

CASE RACE

Do you have the stamina it takes to complete a pillowcase marathon? Sign up to participate in a 5K (2-3 hours of sewing or five pillowcases), half marathon (4-5 hours or 13 pillowcases) or a marathon (all day or 26 pillowcases). Events during the day include a case relay, time trials and prizes for the quilters who complete their events!

Treats: Punch or water in paper cups for on-the-go refreshment, grab-and-go food such as pinwheel wrap sandwiches, power bars, Gatorade, and fruit

Possible charities: Homeless shelters, youth crisis centers, a local charity that hosts a walk/run fundraiser

GO GREEN PILLOWCASE DAY

Our quilt shop is going green for Earth Day! Let's stitch up some earth-friendly pillowcases out of fabric from your stash or create pillowcases from Earth-friendly/organic fabrics.

Treats: Green punch, green cake or cupcakes, green tea, green veggies

Possible charities: Children's hospitals

SEW & STUFF PARTY

Bring in a travel-size toiletry item, such as toothpaste, shampoo, or soap, and get a percentage off your purchase for the day. We'll then stuff the pillowcases with the items collected.

Treats: Stuffed-crust pizza, double-stuff cookies

Possible charities: Homeless shelters, victims of natural disasters, refugee services

STITCH FOR SOLDIERS

Celebrate soldiers and veterans with our Stitch for Soldiers event. Join us as we create patriotic- and camouflage-pattern cases. Come sporting something with a flag or patriotic theme to get in the spirit!

Treats: Patriotic-theme cupcakes, cookies, fruit salad

Possible charities: Quilts of Valor, Home of the Brave, Inc., veteran's hospitals, Soldiers' Angels

PAJAMAS & PILLOWCASES PARTY

Don your pajamas and slippers as we sew into the night for a worthy cause in our community. We start at X:XX p.m. and will sew through the night until we reach our goal of ### pillowcases.

Treats: Cookies, hot cocoa, pizza, soda

Possible charities: Easter Seals, children's habilitation and rehabilitation centers, children's hospital

PIRATES OF THE CARIBBEAN

Sail in for some pillowcase fun at our shop. For every pillowcase you donate, receive a "key" to the treasure chest! The person with the winning key walks away with quilting loot. (Eye patches are optional. Arrrrgggh!)

Treats: Chocolate coins, X marks the spot cupcakes, pirate punch

Possible charities: Children's hospitals, youth shelters

TWICE AS NICE NIGHT

Tonight's pillowcase making event is guaranteed to be double the fun. Why? Because for every pillowcase you make, create one for yourself and a second one for charity. Want to make it even more fun? Bring a friend and get a special "double deal" on your pillowcase fabric purchases.

Treats: Tea tasting (for two, of course!), two-tone cupcakes (chocolate icing on yellow; vanilla icing on chocolate), and other great "duos" such as cheese and crackers, chips and dip, etc.

Possible charities: Convalescent homes, retirement homes, long-term care facilities.

event ideas

MILES OF PILLOWCASE SMILES

Ryan's Case for Smiles (formerly ConKerr Cancer) is one the few volunteer organizations solely dedicated to helping kids feel better to heal better. Ryan's Case for Smiles work to improve the quality of life of children and their families as they undergo treatment. See how many pillowcase miles you can sew!

Set a goal for your shop for how many feet you would like to complete. For each milestone completed (ex. Every 50 feet or 20 pillowcases), we'll give away a small ruler, measuring tape or other small notion.

Treats: Fruit by the foot snacks

Charity: Ryan's Case for Smiles (caseforsmiles.org)

IT'S A ZOO IN HERE!

Dogs, cats, and dinosaurs, oh my! Lions, tigers, and zebras, oh my! Bring your favorite pet prints or choose from our assortment of animal novelties and prints. All the pillowcases at today's class will be animal-inspired. Let's see what kind of menagerie we can create—all for a good cause, of course!

Treats: Animal crackers, puppy chow, goldfish crackers, pigs-in-a-blanket, ants on a log (celery with peanut butter and raisins), dirt cake, and Kool-Aid

Possible charities: Foster children, Make a Wish, Ronald McDonald houses, St. Jude's Children's hospita, sheriff/police/fire departments, Head Start facilities

GRANDMOTHER/MOTHER/DAUGHTER SEWING DAY

Celebrate Mother's Day with a ladies tea room pillowcase event! Make one for our chosen charity and one to give to Mom as a gift. It's a perfect time to bond with your child or grandchild and pass on the love of sewing while helping others.

Treats: Chocolates, coffee, tea, mini muffins, other tea-room-style foods

Possible charities: Nursing homes, assisted living facilities

SUMMER SEW-A-THON

Beat the heat by staying inside to sew! Sip some lemonade and enjoy some quality sewing time. Wear your flip-flops and your best tropical attire; a prize will be awarded to the person with the best outfit!

Treats: Lemonade, fruit salad, popsicles, ice cream

Possible charities: Summer camps for kids, school supply distribution charities

PILLOWCASE HOP

Come for a hopping good time and to create pillowcases for kids. Hop from station to station making pillowcases from juvenile prints selected especially for the occasion. If you'd like, bring a small toy suitable for age X to X to stuff in the finished pillowcases for an additional treat for the recipients.

Treats: Peeps, chocolate eggs

Possible charities: Foster children organizations, hospitals, youth shelters

ROSIE THE RIVETER: YES WE CAN MAKE 1,000,000 PILLOWCASES

It's an assembly-line setting for tonight's pillowcase event. Staff your stations and we'll see what we can do to make a difference right here at home. Gather the troops and come on over to the shop for an all-hands-on-deck night of fun for a worthy cause!

Treats: 1940s food! Celery stalks stuffed with cream cheese & crushed pineapple, fruit cocktail or sliced canned peaches, M&Ms, Junior mints, and Cheerios (all introduced in 1940s), Ritz crackers. Spam, deviled eggs, bottles of Coca Cola and mock apple pie, sheet cake, and casseroles; use Tupperware containers for serving.

Possible charities: Military troops, Veteran's hospitals, Veteran's homes, homeless shelters, city mission

event supply checklist

- Sewing machines
- Fabric
- Printed patterns
- Cutting mats
- Rotary cutters
- Rulers
- Thread
- Pins
- Pincushions
- Marking pens or pencils
- Rulers
- Small scissors
- Irons
- Ironing Boards
- Basket, clothesline, or other collection device for finished pillowcases

Optional

- Sergers
- Tapestry needles
- Fray check
- Point turners



website / pillowcase counter

Welcome!
 Already a Member? Log In:
 Jane@email.com
 [password field]
 [SUBMIT]

Not a Member? Join Now:
 First Name
 E-mail Address
 [password field] [CONTINUE]

Forgot Password? [field] [CONTINUE]

Newsletters:
 Yes. Please send me special offers from your publications via e-mail.

member log in

Welcome!
 Already a Member? Log In:
 [username field]
 [password field] [SUBMIT]

Not a Member? Join Now:
 Jane Smith
 Jane@email.com
 [password field] [CONTINUE]

Forgot Password? [field] [CONTINUE]

Newsletters:
 Yes. Please send me special offers from your publications via e-mail.

non-member log in

Welcome

You've just donated:

1
 PILLOWCASES

709,531

[Revise] [CONFIRM]

enter donation amount

Thank you for participating!

To date you've donated:

81
 PILLOWCASES

709,532

Enter more pillowcases:
 [input field]

[ENTER]

confirmation

How to Update the Pillowcase Counter

1. Go to AllPeopleQuilt.com/millionpillowcases.
 2. Scroll down to the yellow box 1 Million Pillowcase Challenge Official Counter.
 3. Click the purple Start button.
 4. If you are already a member of the AllPeopleQuilt.com website, enter your log-in information. (This is separate from your registration as a shop.)
- OR
- If you have not logged in to AllPeopleQuilt.com before, you will need to fill in the information in the Not a Member? Join Now section. There is no cost to register. Type your name and e-mail address, choose a password, then click Continue. (This will be your log-in information each time you visit.)
5. Type the number of pillowcases you made and donated in the box under Today I'm donating, then click Enter.
 6. Click Confirm or Revise to finish.

If these steps don't work for you, simply e-mail us at millionpillowcases@meredith.com and we'll add your count to the tally!

We're counting on you to help us reach 1,000,000!

(insert your shop name) joins nationwide 1 Million Pillowcase Challenge benefiting local charity

(City, State), (Date, Year) — *American Patchwork & Quilting*® magazine is challenging quilters, crafters, and sewers across the country to make a difference as part of the 1 Million Pillowcase Challenge. Since 2010, the challenge has been encouraging local quilting enthusiasts to help reach the goal of making and donating one million pillowcases to benefit local charities. More than 700,000 pillowcases have been created and donated to date.

For people who love to sew or quilt, it's so easy to lift spirits and provide comfort to hospitalized kids, homeless families, and others in need. Simply join *American Patchwork & Quilting*® magazine's 1 Million Pillowcase Challenge and make and donate one, two, or more pillowcases. You'll create just as many smiles.

Join us at (Shop Name), a quilting shop located in (City Name) at (Address, Shopping Center and/or Other Venue).

Throughout 2017, quilters, crafters and sewers across the nation will make pillowcases at their local quilt shops. The shops then will collect the pillowcases and donate them to a local charity of their choice and update the pillowcase counter at AllPeopleQuilt.com/millionpillowcases. The counter is tracking nationwide progress toward the goal of one million pillowcases.

(Firstname Lastname), owner of (Shop Name), sees the 1 Million Pillowcase Challenge as a way to give back to the local community. "(Insert customized quote here)," (he/she) says.

Joining *American Patchwork & Quilting* magazine in support of the 1 Million Pillowcase Challenge are 2017 sponsors: AccuQuilt, Baby Lock, Benartex, Handi Quilter, Martingale, Moda Fabrics, Northcott, Paintbrush Studio, and Quilting Treasures.

To find out how you can make a difference in your community, call (phone number), or visit the store. 1 Million Pillowcase Challenge information is also available at AllPeopleQuilt.com/millionpillowcases.

About American Patchwork & Quilting:

America's #1 quilting magazine, *American Patchwork & Quilting*® inspires and instructs quilters of all skill levels with a variety of exclusive projects, valuable tips, new techniques, and creative ways to derive more enjoyment from quilting. Other quilting titles in the Better Homes and Gardens® quilting family include *Quilt Sampler*® and *Quilts & More*™.

media pitch letter

customize and send to local media

(T.V. or Radio Station Name)
(Contact Firstname Lastname)
(Address)
(City, State ZIP)

Dear (Ms./Mr. Lastname):

I am inviting you, or another representative from your organization, to an upcoming event that I believe will be of interest to your (readers/viewers/listeners).

On (date), our shop will be hosting a 1 Million Pillowcase Challenge event, a nationwide challenge with a goal of creating and donating one million pillowcases to local charities. Our goal is to create (fill in number of pillowcases) pillowcases at our event and donate them to (local charity name) because (insert reason why charity was selected).

And what an exciting event it will be! We are inviting quilters, crafters, and sewers (or fill in names of groups or community members) to make a case for a good cause. Our shop will collect the pillowcases, donate them to (local charity name), and update the pillowcase counter at AllPeopleQuilt.com/millionpillowcases. The counter is tracking nationwide progress toward the goal of one million pillowcases. To date, more than 700,000 pillowcases have been recorded.

For people who love to sew or quilt, it's so easy to lift spirits and provide comfort to hospitalized kids, homeless families, and others in need. Simply join *American Patchwork & Quilting*[®] magazine's 1 Million Pillowcase Challenge and make and donate one, two, or more pillowcases. You'll create just as many smiles.

Please call me at (phone number), so I can arrange for participants to speak with you. If you cannot make it to the event, I'll be glad to share more detail with you about our plans for the event. You may also find general information about the 1 Million Pillowcase Challenge at AllPeopleQuilt.com/millionpillowcases.

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I appreciate your interest in this community event and look forward to meeting or speaking with you very soon.

Sincerely,
(Firstname Lastname) Owner (or Other Title) (Shop Name)