



Local Yarn Store Day 2020 Saturday, September 12, 2020 Retailer FAQ

Welcome to Local Yarn Store Day 2020! This year, it will be a mostly-virtual, limited in-person Nationwide Yarn Crawl. In years past, LYSDay has been one of the highest sales days of the year for participating stores and we want to help you make it that way again. While this year won't look anything like the last year, we know you'll find many creative ways to show your customers some love.

WHAT TOOLS ARE AVAILABLE TO PROMOTE LOCAL YARN STORE DAY?

The organizing committee is doing as much as we can to promote Local Yarn Store Day as an event this year, with an eye on 2021 and beyond. We're building the tools to help you bring more customers to your store. Here are things we have in place and things we have planned for the future:

- A dedicated public-facing website with a list of all participating stores and vendors. You can [add your store for free by clicking here! www.localyarnstoreday.com](http://www.localyarnstoreday.com).
- Dedicated [Facebook](#) and [Ravelry](#) pages.
- Event promotion on social media including FB, Instagram, and Ravelry.
- Event promotion in traditional media and industry newsletters and publications.
- A customizable Press Release for local outreach.
- LYSDay "Available Only on LYS Day" products from a variety of participating vendors.
- An LYSDay logo and other branding materials to make your promotion easier.

HOW TO GET STARTED

LYS Day is truly a grass-roots effort. There are many ways you can make it a success in your store. We have a [private Facebook group open to Local Yarn Store owners](#). On this group shop owners share ideas and suggestions to make this year successful. Please join us!

- Start planning your store's participation now
- Register your store on the [Local Yarn Store Day](#) Website
- Join the public facing [Local Yarn Store Day](#) and private [Yarn Store Owners Group](#) on Facebook
- Join and post on our [Ravelry Group](#)
- Talk to your vendors and design partners about partnering for a LYSDay promotion
- Brainstorm the types of promotions that work in your store – encourage online shopping, curbside pickup and appointment shopping.
- Plan your own unique LYSDay celebrations
- Promote LYSDay and your specific celebration through your marketing channels.
- Reach out to local press for advance coverage
- Use LYS Day logo and branded materials in your marketing
- Use the hashtag #LYSDay in social media
- Create LYSDay kits or bundles curated by you.
- Consider an outdoor knit (weather, socially distancing and masks, permitting)
- Host a Facebook Live stream from the shop, showing all the amazing curated gems you have for people to choose from
- Create a charity Stitch-a-Long with supplies purchased from your store
- Host a yarn Trivia Game (or Bingo) on Zoom.

HOW MUCH DOES IT COST TO PARTICIPATE AS A RETAILER?

Nothing! All listings and marketing materials are free.

WHO IS PRODUCING LYS DAY 2020?

Our national LYS Day committee is made up of volunteer Local Yarn Store owners, vendors, and supporters from across the country.

Chair: Oz Barron – Ball & Skein & More (Retailer) info@Cambriayarn.com

Cynthia Spencer – Stitch Your Art Out and Really Clear Designs (Retailer and Vendor)

Heather Zoppetti – StitchSprouts (Vendor)

Karen Mortensen – Cozy Yarn (Retailer)

Anna Hemsworth – Stitch Adventure (Retailer)

Cathy Hougan – The Artful Yarn (Retailer)

Courtney Kelley – Kelbourne Woolens (Vendor)

Yaxumi Karo – Llama Llama Ding Ding Yarn (Retailer)

Abby Glassenberg – Craft Industry Alliance (Trade Association)

Deb Doyle – The String Alliance (Consultant)

WHAT DOES THE FUTURE HOLD FOR LOCAL YARN STORE DAY?

Mark your calendars for April 17, 2021 for the 4th annual Local Yarn Store Day!

We're continuing to build on the successes of the past to grow and improve this exciting event.

WHAT IS THE RELATIONSHIP TO LYS DAY 2020 AND TNNA?

Local Yarn Store Day is an event that came out of the Yarn Group of TNNA. It was always a grass roots event with a very small budget, largely driven by the retailers and vendor/partners in our industry. In past years, you had to be a TNNA member to be an official participant. With the current status of TNNA, Local Yarn Store Day has become an open event for everyone who wants to participate! Our goal is to keep Local Yarn Store Day going as a benefit to our entire LYS community, to show the strength of the partnerships between Local Yarn Stores and their vendor/partners, and to reinforce the service you provide to your customers as a vibrant, successful Main Street business. We appreciate your support and look forward to creating many years of a “can't miss” event.

**Thank you all for your interest and your participation
in Local Yarn Store Day!**

