Vision Statement:
FCPL is a vital participant in the Forsyth County community, striving to improve the quality of life for everyone.
Timeline of Knitting & Crocheting at Sharon Forks Library

How do we maintain program attendance levels?

- **January 2015**: We began “Learn to Knit” classes twice a month.
- **March 2016**: Attendance dropped to 4, then 1, then 0.
- **April 2017**: Library stopped all programming for renovations.
- **March 2018**: Library Grand Re-Opening; programming resumed
- **October 2018**: Re-started Learn to Knit program
- **January 2019**: Added “Charity” portion
We added the “charity” portion to our program.

This motivates advanced/experienced attendees and anyone can donate yarn!
How do we maintain attendance levels?

<table>
<thead>
<tr>
<th>Period</th>
<th>Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan-May 2015</td>
<td>64</td>
</tr>
<tr>
<td>Aug-Dec 2015</td>
<td>74</td>
</tr>
<tr>
<td>Jan-May 2016</td>
<td>15</td>
</tr>
<tr>
<td>October 2018</td>
<td>1</td>
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<td>Jan-April 2019</td>
<td>109</td>
</tr>
<tr>
<td>Sept-Oct 2019</td>
<td>32</td>
</tr>
</tbody>
</table>
Advertising Strategies

- bookmarks with dates and place
- print and digital signage in the branch
- press release
- website
- social media
- staff “word of mouth” invitations
- online community calendars
- Library blog and email newsletters

Community Outreach Partnerships

- food pantries
- homeless shelters
- women’s shelters
- group homes/children’s homes
- hospitals
- detention centers
- ministries
- hotels and yarn supply companies
The Team

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Sharon Forks Library
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Tracy Walker
Programming Manager
Forsyth County Public Library
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Mary Ann Kowaleski
Information Specialist
Knitting Expert
Sharon Forks Library

Eileen Kovalchik
Circulation Supervisor
Crochet Expert
Cumming Library

Retired

Retired