

Knitted Knockers Promotional and Marketing Ideas

Here are some promotional ideas that we have found work great in getting the word out about the good works you are doing!

Utilizing existing knitting groups or starting Knitted Knocker groups is very effective. We meet at the local yarn shop once a week at the local yarn shop to knit and crochet knockers. We provide free instructions on how to make knockers and the shop has needles and an appropriate yarn for sale. We have a blast sharing stories, knitting, stuffing knockers and preparing for delivery. We have a lot of laughs as well as poignant discussions.

As a shop owner or manager, putting up a small display in the store with a basket of knockers and sign indicating what they are can spark interest. Providing small handouts that crafters can take home with them to remind them when and where they can meet and learn how to make them is useful.

Offering a discount on a future purchase for bringing back a completed knocker is a great incentive. It not only provides Knitted Knockers for distribution but brings customers back in to your store where they will usually buy something while they are there.

Apple Yarns in Bellingham, Washington has had an open house in the past where Knitted Knockers were featured. There was a display with wine and appetizers. We talked about the vision and purpose behind knitted knockers. This appealed to people looking to help others with their knitting and crochet talents as well as attracted media attention.

We also had a display at our Local Yarn Shop tour. This generated a ton of interest. One of the comments submitted about their favorite things on the LYS tour was the Knitted Knocker display at Apple Yarns!

Just providing a place where women can bring knockers to be mailed to us or distributed locally as you see fit is wonderful for those that would love to knit them but are unable to join a group and don't know how to distribute them themselves.

Connecting with local breast cancer walks such as Relay for Life, Race for the Cure, Women's expos, etc. are great ways to reach out to women who could find comfort from a Knitted Knocker. We set a basket of knockers out with a sign offering them free for those that want them and also inviting people to make them. We were at our Seattle Mariners Stitch and Pitch this last summer and were a huge hit, no pun intended.

Remember to give people the opportunity to donate at any events you have. Simply putting out a display of knitted knockers with a sign and a basket for donating funds helps. Most people are happy to help once they know that 100% of the proceeds goes to providing knitted knockers to the women that can use them. We are all volunteer run, no wages taken. We only survive by the generosity of donors, grateful recipients and the wonderful volunteers giving of their time and talents. Our hope is that each group could raise \$200 in a year to help support and sustain the cause.

