

HGWSO Sales and Advertising Policy

The Aims of our Guild are:

1. To foster a sense of beauty of material, texture, colour and design
2. To encourage and maintain integrity and excellence of craftsmanship
3. To provide opportunities for the interchange of information for enlarging knowledge by study courses and lectures
4. To co-operate with other Guilds having like aims

We further these aims by: running workshops and open days; sharing our knowledge and skills with each other; demonstrating our crafts at a variety of events (some of them commercial), and encouraging participation wherever possible. We communicate with each other via our monthly newsletter and annual magazine, and with each other and the world via our website and Facebook page. We are a registered charity and as a Guild we do not operate commercially, though several of our members run businesses or training related to our crafts. This policy aims to draw boundaries between the interests of the membership as a whole and the commercial interests of individual members.

Newsletter

Adverts may be included for secondhand spinning, weaving or dyeing equipment, stash re-distribution, and fleece, from both members and non-members. The seller must provide a phone number or email so that they can be contacted direct.

Members who teach spinning, weaving or dyeing, or mend wheels, looms etc may place two adverts per year for a small fee. Free if they write an article about themselves and their work.

Members who run businesses related to our crafts e.g. selling tops, batts, dyes etc, may place two adverts per year for a small fee. Free if they write an article about themselves and their work.

The newsletter editor will have the final say in the placing of adverts.

Website and Facebook

Adverts may be included for secondhand spinning, weaving or dyeing equipment, stash re-distribution, and fleece, from both members and non-members. The seller must provide a phone number or email so that they can be contacted direct.

No commercial advertising will be allowed other than this, but we can include a link on our website to member's websites if they wish.

This will be managed by the Webmaster and Facebook page administrators.

Demonstration and Display at Events

When we demonstrate at local farm shows, textile events etc, we have a free stand where others have to pay, therefore no sales are allowed. However, if members wish they can include a sample of their work and a small pile of business cards in the display.

Talks and Payment

An individual giving a talk on behalf of the Guild should not use this as a marketing opportunity for their business. Payment is a matter for personal negotiation. It should at least cover travel expenses, but members should also consider preparation time.