

WHAT DOES A TKGA GUILD MEMBERSHIP MEAN?

By Heather Storta

We get lots of questions about what a Guild Membership with TKGA means and how that membership category could benefit a local guild. I'll try to answer your questions!

TKGA offers lots of benefits for individual members: *Cast On*, the monthly *K2TOG* newsletter, virtual meetings, limited-time discounts at various companies, the ability to sign up for correspondence courses and certifications, and *so much more*. But we also offer a host of benefits aimed directly at supporting local guilds, too!!

A guild membership is different from an individual membership. If your local guild is affiliated with TKGA, then the guild leadership (two officers) have access to support materials, but that doesn't mean that those two officers or the local guild members are automatically members of TKGA. The only way to access TKGA as an individual is to become an individual member of TKGA. This includes signing up for courses, buying a ticket for the annual Next Level Knitting Conference, and any other individual benefit. We highly encourage guilds to promote TKGA and the benefits of being a member of TKGA to their members!

Instead, an affiliated guild has access to our guild section of the website. There is a public-facing page with basic information about guilds, including a listing of all of our affiliated guilds and their information, but there is also a special password-protected area that only affiliated guilds have access to. This has

- Frequently Asked Questions, covering questions guilds commonly ask us once they've joined.
- Articles: Guild Spotlights from various *K2TOG* newsletters, plus other articles aimed specifically at guilds covering guild management, or program ideas. Also charity knitting articles, for ideas on organizations to work with for charity drives.
- Audio Visual Programs. We have repackaged many of our Virtual Guild Meeting presentations (with the permission of the presenters) specifically for guilds. You can play these videos at guild meetings as a program topic for your guild.
- Program Ideas and Outlines. Fellow guilds have shared program outlines or rough ideas. Use these as springboards for developing your own guild educational programs.
- Speakers/Presenters List. This is a list of presenters (and their contact info)—they are all TKGA members, some certified with various TKGA certifications, who are all open to teaching in person or virtually for guilds.
- Member-Guild Officers Meeting. We hold this every other month. It is for guild officers only and is a brainstorming session. Ask questions and get feedback from fellow guild presidents, vice presidents, and educational programmers around the country and the world!

In addition to the website with support materials, we freely feature your guild in the *K2TOG* newsletter and/or our social media. Send us your guild updates, and we will happily share them with our members! We frequently feature guild profiles in the newsletter as well. The two officer logins also grant those two officers access to *Cast On* and the *K2TOG* newsletter, but this is intended only as support for developing programs for the local guild. We expect guilds, for example, to take information in technical articles and use it as research for an educational program for the guild. Copyright applies to all material within *Cast On* and any other publication or presentation by TKGA, and these are not to be copied or shared.

I hope this helps to show you that TKGA has a lot to offer our affiliated guilds! We'd love to have you in our guild family!