

WHAT DOES A TKGA "GUILD" MEMBERSHIP MEAN?

By Heather Storta

We get lots of questions about what a Guild Membership (or affiliation) 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, our Circle Community, 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 contact (via a single guild-specific sign in) has access to support materials, but that doesn't mean that the leadership 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 the benefits of signing up for courses, buying a ticket for the Next Level Knitting Immersion Weekends, 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. One huge benefit is the public-facing page with basic information about guilds, including a listing of all of our affiliated guilds and their information. Think of an affiliation with TKGA as a marketing expense. Many knitters looking for a guild will look on our website to find guilds local to them. In my opinion, this alone is worth the low annual affiliation cost.

In addition to this benefit, there is also a special password-protected area that only affiliated guilds have access to. This has:

- Frequently Asked Questions: A list 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. This is a great backup option if you have a presenter who falls through last minute for a meeting.
- Program Ideas and Outlines: Fellow guilds have shared program outlines or rough ideas with us. Use these as springboards for developing your own guild educational programs.
- Speakers/Presenters List: This is a list of presenters (and their contact info)—and 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 at least 4 times a year. 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! This meeting is consistently well attended, and we always have great supportive conversations. In my opinion, this is another benefit that more than covers the cost of the annual affiliation dues!

In addition to the website with support materials, we freely feature your guild events 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 guild login also grants 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!