



# LOVE, JOY, PIECE



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Mennonite Central Committee  
North American Mennonite Relief Sale Board – Quilter's Newsletter

## From the Editor:

Every two years the North American Relief Sale Board sponsors workshops in conjunction with a relief sale somewhere in North America. In May these workshops were held in Iowa. The workshops are a place to discuss ideas and to learn new ideas or ways to improve what your sale already does.

Quilt topics are well represented at these workshops. This year there were two dedicated quilt workshops on the topic of Quilts - display and design and Quilters Corner. General discussion time was also given to quilt topics. For many sales the quilt auction is still the major part of the auction.

Quilters Corner is one name for the quilt thrift/boutique booth at a relief sale. Quilters' corners bring in a significant percentage of the proceeds for some sales. This is an area we can all improve on. Each quilter's corner functions differently. What you sell is determined some what by what you receive through donations. Some sales do have a small budget for committees to purchase new items to add to the "inventory". Other sales have great success with packaged "kits". Kits can be made of orphan blocks, unfinished projects or fabric together with a pattern. Vintage items are also a very popular product for Quilters Corners. Items such as feed sacks, vintage linens, antique quilts (or portions of quilts) and old buttons and lace sell well especially when packaged attractively. Display and packaging is very important! If your booth looks like a junk shop people expect thrift shop prices but if your booth looks like a funky gift shop people will be prepared to pay more for things. It can be hard to balance the need to sell every thing with making money for MCC. Customers also need to see what is for sale; so display in layers so that everywhere they look there are things to catch the eye. Another method that works to sell items is to have a small sample of what can be done with the items for sale in your booth. For example, if you have lots of buttons make up a small sample of an innovative use for buttons, like placing them in the center of a flower appliqué. Vintage linens could be used to trim/embellish and old style apron. Customers don't always have time at a sale to think of new ideas of how to recycle the items in your booth. When they see one idea they will begin to think of more.

Advertising/Promoting your sale as well as the quilts has proven to be an important part of receiving better prices. Simply spending money on advertising is not always the answer. It is important to aim your promotion at your target audience. Who is it you want to attend your sale and buy your quilts, food or other items? Where would these people shop, visit or recreate that might be willing to put up posters or hang a quilt or hand out flyers. Don't forget to target your local quilters. Quilt shops are generally willing to put up posters in their windows or have flyers at the till and may even be willing to hang a quilt advertising your sale. In small centers local businesses not just quilt shops may display posters or quilts. Local libraries are also great places to promote your sale. Most quilt guilds that I have heard of are very involved with making charity quilts and may be persuaded to donate a quilt for your sale. Quilters are also aware of what price a quilt should sell for and may be convinced to help bid up an under priced quilt.

Some of the sales are blessed with a wealth of quality Quilts. Other sales have to buy quilts to auction at their sale. We have begun in the last few years to talk about how to best "share the wealth". We haven't begun to exhaust this topic yet. If you have ideas or suggestions for us how about contacting us through the list serve or through the love joy piece blog and we will try to get a discussion going. If you are not internet savvy (like me) send us something by snail mail and we will get the discussion going for you

This year's traveling quilts are basket theme quilts which are raising funds for MCC's food projects. The travel schedules for the Canadian and U.S quilts have begun to fill up. If you would like to have the traveling quilt at your sale please contact Ken & Betty [kbhartz@gmail.com](mailto:kbhartz@gmail.com) in the U.S. and Beverly Patkau [lpatkau@shaw.ca](mailto:lpatkau@shaw.ca) in Canada. Last years traveling House quilts raised more than \$120,000 dollars in Canada and the U.S.

A new quilt block theme will be announced this fall. We have been so blessed by the blocks we have received from all around the world. The money raised by the quilts made from these blocks has helped MCC touch SO many lives. "To God be the glory great things he has done".