



The YSD team fully appreciates the challenging trading conditions created by this year's COVID-19 pandemic, particularly for independent stores. It's great that shops have finally reopened, and the good news for yarn stores is that interest in knitting and crochet grew hugely during the lockdown period. As things gradually return to normal, a rescheduled Yarn Shop Day is just the thing to give stores a much-needed boost and help them make the most of the festive season. We know that hosting a YSD event is more challenging this year, so the YSD team has put together some suggestions for ways you can maximise your event while still staying within the safety guidelines:

- Run the event over more than one day, providing this does not commence earlier than Saturday 14th November
- Include virtual and online elements as part of the celebration. Online elements could include: discounts/flash sales/competitions on your website which can be promoted via your social media pages. Customers may also be able to take advantage of any in-store promotions/offers/sales you may be running for Yarn Shop Day via telephone orders, mail orders and via your social media channels
- Email mascot patterns and other Yarn Shop Day patterns to customers instead of providing print-outs
- Introduce a time slot booking system with contact details for track and trace
- Run an "Easter egg hunt". Create a competition where an image is hidden on a page of your website (e.g. a cartoon ball of yarn) and if a customer finds it and reveals where it is they get a special discount code to use. It's an opportunity to build engagement and provide an exciting twist to your online event
- Experiment with video content - virtual tours of the store or new product roundups so that customers are kept informed of the latest ranges, with relevant links to allow for easy purchase. This could include Facebook/Instagram lives recording the celebrations so that customers can virtually check in to see what offers/promotions are available
- Make full use of the YSD social media banners and begin pre-promoting the event on all store/workshop calendars and customer newsletters. Set up YSD Facebook groups and regularly encourage your in-store customers to sign up
- Encourage customer 'ambassadors' to spread the word on your behalf - this might be regular visitors to your shop
- Keep the editorial teams at Let's Knit and Let's Get Crafting magazines in touch with your initiatives allowing us to further promote via our social media channels nearer the event
- Provide free samples of yarn to avoid customers touching products they do not intend to buy

Please note that many of the suggestions above are a departure from standard Yarn Shop Day practices, but that these are being suggested in 2020 to help accommodate for the social distancing restrictions that are in place.

All retailers hosting Yarn Shop Day events must ensure that they adhere to government guidelines on COVID-19 safety. A link to the relevant guidelines can be found here:

<https://www.gov.uk/guidance/working-safely-during-coronavirus-covid-19/shops-and-branches>