

# PROMOTIONAL

I F A S U P P O R T

# ACTIVITIES AT EVENTS



international  
**felt**  
makers  
association



# Introduction

The International Feltmakers Association (IFA) has a membership of approximately 1,500 worldwide. Members and Regional & Country Coordinators frequently attend or run events where they represent & promote International Feltmakers Association (IFA).

To ensure consistent and transparent use of funds, everyone requires clear guidance on how IFA supports such activities.

Historically, support has been ad hoc and inconsistent, leading to confusion among members and committee members. This proposal sets out a structured protocol for providing financial and material support, ensuring accountability and fair access to resources.



# Our Vision

## Principles

1. IFA does not pay stand/stall fees.
2. Support focuses on volunteer contributions and provision of promotional materials.
3. Consistency, transparency, and fairness across regions is essential.
4. All members outside coordinator roles can also apply, as many independently promote IFA.

# Two Tier Support

## Dedicated IFA Promotion Stalls

For stalls/events where the primary purpose is IFA promotion (e.g. stall by region 11 at Cumbria Wool Gathering 2026, Region 15 at Felletin ).

- Support:
  - Volunteer contribution: £45/day (only days of the event).
  - Promotional materials (leaflets, badges) supplied.
- Requires application form, event plan, and post-event report (with photos, images from event booklets/ social media/ website mentions etc).

## Member/RC Stalls with IFA Representation

For stalls primarily promoting individual work, where IFA is also represented.

- Support:
  - Leaflets (printed & posted by IFA).
  - Badges/stickers as available.
- Requires application form for leaflets (helps manage stock & postage, manage the budget).



# Decision Making



- Applications reviewed by a small panel (Publicity Officer + Treasurer + 1 Committee Member).
- Decisions based on budget availability, event relevance, and fairness across regions.
- First come, first served
- Applications to be made in advance (6 month +)



**Nadja [Nadia] Rein**  
publicity Officer



**Heather Potten**  
Vice Chair



**Erica Mackenzie**  
Treasurer

# Promotional Activities/ Event Budget 2026-2027

**Leaflet printing/posting: £900 + Educational.**

you can order IFA leaflet and DF leaflets

**Volunteer support: £1710.**

- Volunteer contributions: £45/day.
- Max. £135 (3 days) per application/ event
- Calculation for this year - Most big events go at least for two days. - 19\*2 days\*£45= £1710

## Additional Benefits for Members

Joining the International Feltmakers Association (IFA) gives you an enriched feltmaking experience to grow your skills, creativity, and connections:

- **Exhibition Opportunities** – Submit work for IFA-curated exhibitions and collaborative projects.
- **Full Felt Matters Archive** – Access all 40+ years of past issues and new editions.
- **Exclusive Learning Resources** – Videos and workshops from renowned felt artists.
- **Public and products liability insurance** - for all UK members included in the membership fee.
- **Members-Only Felt Swaps** – Participate in creative exchanges with feltmakers worldwide.
- **Community & Networking** – Connect through regional coordinators, meet-ups, and online gatherings.
- **Promote Your Work** – Create a profile, post events, classes, and blogs to reach a global audience.
- **Exclusive Events & Talks** – Attend members-only online talks, Q&As, and AGMs.
- **Private Facebook Group** – Share ideas, ask questions, and get feedback in a supportive environment.

[www.feltmakers.com](http://www.feltmakers.com)

## About the IFA

For over 40 years, the International Feltmakers Association (IFA) has brought together feltmakers from around the world - from curious beginners to established artists - to share skills, inspiration, and the joy of working with wool.

“ We connect people through creativity, craftsmanship, and community. ”



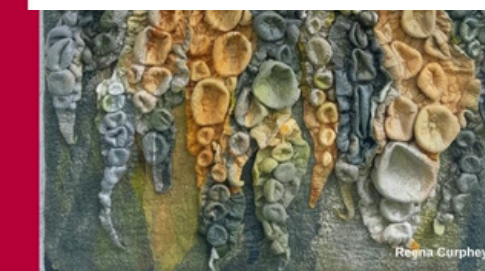
## Get Involved Today

- Take the **Discovering Feltmaking** online courses
- Submit work for online **exhibitions and IFA projects**
- Join members-only **Felt Swaps**
- Follow IFA on **social media**
- Create a profile on the **IFA website** and post your own events & blogs
- Listen to our podcast, **Felt Matters**



## More information

- ✉ [publicity@feltmakers.com](mailto:publicity@feltmakers.com)
- 🌐 [www.feltmakers.com](http://www.feltmakers.com)
- 📷 [@internationalfeltmakers](https://www.instagram.com/internationalfeltmakers)
- 📘 [@internationalfeltmakers](https://www.facebook.com/internationalfeltmakers)
- 📺 [@internationalfeltmakers](https://www.youtube.com/internationalfeltmakers)



## What do we offer?

- **Inspiration** – Members' Gallery, Online Exhibitions, Felt Swaps, and Members' Montages
- **Learning** – Discovering Feltmaking online courses with Award
- **Felt Matters** – Our members' journal, published four times a year, featuring artist profiles, project highlights, tutorials, and exhibition reports. Non-members can purchase limited back issues.
- **Felt Matters | The Podcast** – Stories, interviews, and tips from international feltmakers
- **Events** – Join online & in-person workshops and browse our events page
- **Tutor List** – Find IFA members offering classes locally or online
- **Social Media** – Follow us for ideas, news, and inspiration

[www.feltmakers.com](http://www.feltmakers.com)



We are here to create and celebrate a vibrant and inclusive feltmaking community.

[JOIN NOW](#)

[www.feltmakers.com](http://www.feltmakers.com)

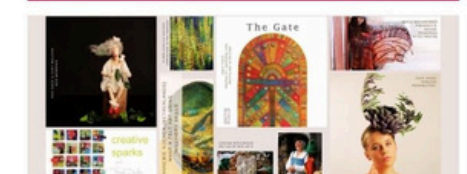
## Why Join?



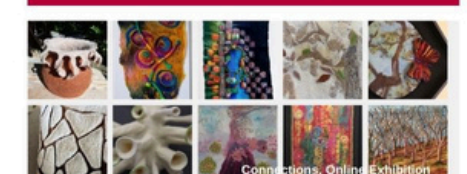
**Help preserve and promote feltmaking**



**Be part of a global creative network**



**Learn from international experts**



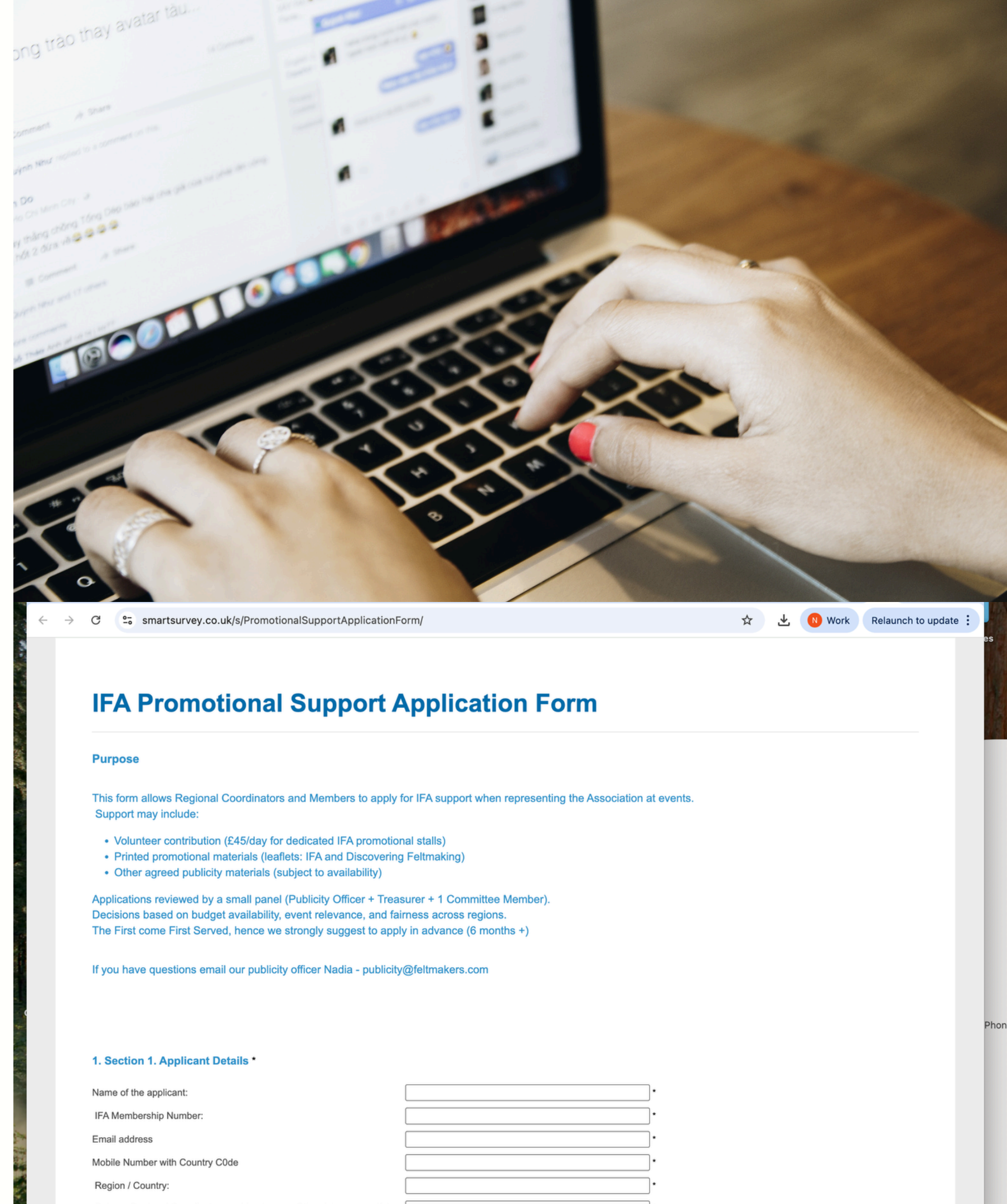
**Showcase your work worldwide**

# How To Apply

To apply for IFA promotional support, please complete our online application form using the link below. We recommend gathering all your information in advance before starting, so you can complete the form in one go. The form does allow you to return later — your answers will be saved, and you should receive an email with a link to continue — but completing it in one session helps ensure a smooth submission process.

## [IFA Promotional Support Application Form](#)

The following slides outline the key questions you'll be asked in the form to help you prepare your answers in advance.



# Application Form Questions

## Applicant Details

Name:

IFA Membership Number:

- Email Address:
- Phone Number:
- Region / Country:
- Role:  Regional Coordinator  Member  Other (please specify)

## Event Details

- Event Name:
- Event Dates:
- Event Location (Town/Country):
- Website or Social Media Link:
- Type of Event:
  - Craft / Textile Fair  Exhibition  Demonstration  Educational Workshop  Other (please specify)

Brief description of the event and audience:

(e.g., estimated number of visitors, type of attendees, relevance to IFA's aims)

## Type of Representation

Please select the most appropriate category:

- Dedicated IFA Promotion Stall (primary focus on IFA promotion and engagement)
  - Member or RC Stall featuring IFA materials (personal stall also displaying IFA information)
- If applying as a Dedicated IFA Stall, please provide:

- Number of days:
- Number of volunteers:
- Names of volunteers (if known):



## IFA Promotional Support Application Form

### Purpose

This form allows Regional Coordinators and Members to apply for IFA support when representing the Association at events. Support may include:

- Volunteer contribution (£45/day for dedicated IFA promotional stalls)
- Printed promotional materials (leaflets: IFA and Discovering Feltmaking)
- Other agreed publicity materials (subject to availability)

Applications reviewed by a small panel (Publicity Officer + Treasurer + 1 Committee Member). Decisions based on budget availability, event relevance, and fairness across regions. The First come First Served, hence we strongly suggest to apply in advance (6 months +)

If you have questions email our publicity officer Nadia - [publicity@feltmakers.com](mailto:publicity@feltmakers.com)

## IFA Promotional Support Application Form

<https://www.smartsurvey.co.uk/s/PromotionalSupportApplicationForm/>

# Application Form Questions

## Promotional Materials Required

- IFA Leaflets    Badges
- Educational Leaflets
- Other (please specify)
- Quantity required:
  - IFA Leaflets: \_\_\_
  - Badges: \_\_\_
  - Educational Leaflets: \_\_\_
  -

- Delivery address for materials:
- (Please ensure someone will be available to receive the parcel)

## Promotion and Reporting

- After the event, applicants are asked to:
- Share a brief written report (max 300 words) and 2–3 photos for social media or newsletter use.
- Tag IFA on social media if posting directly:

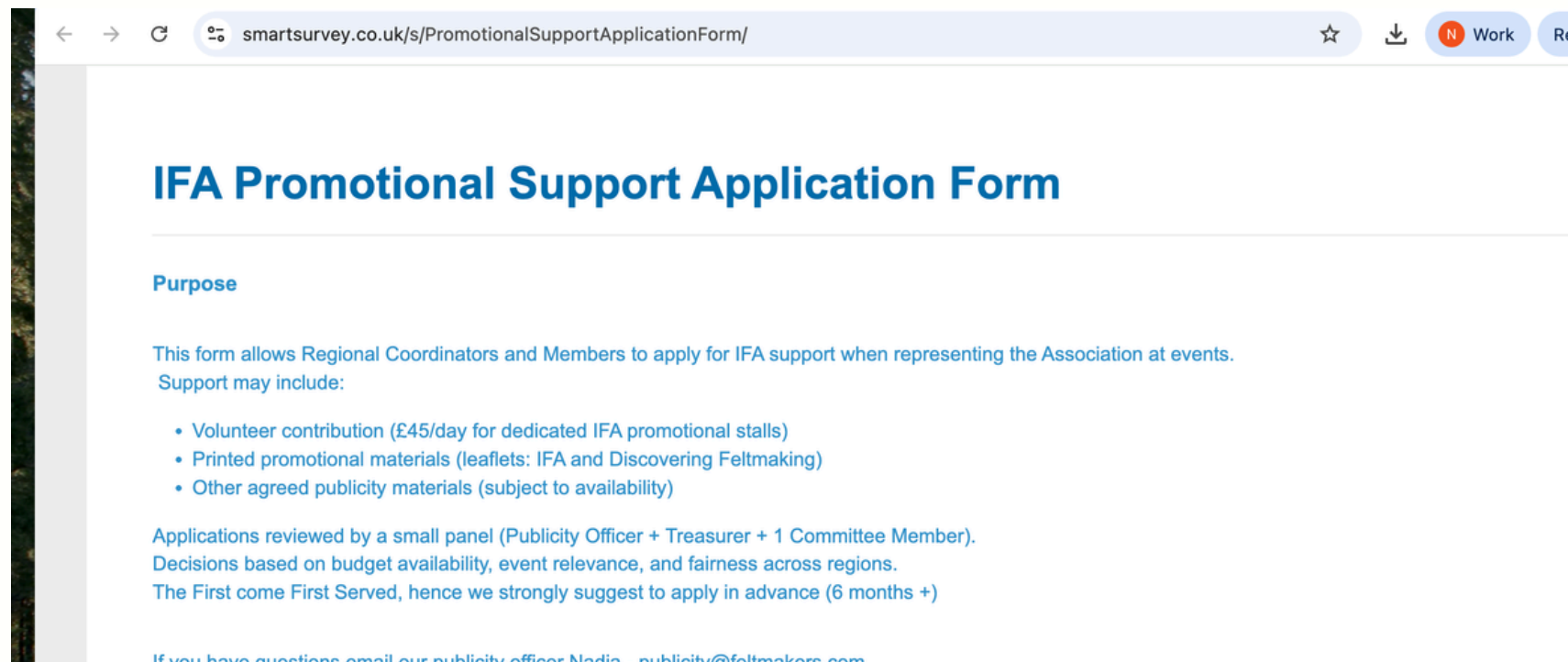
Instagram: @internationalfeltmakers  
 Facebook: International Feltmakers Association

- I agree to provide feedback and images after the event.

## Declaration

- I confirm that:
- The information provided is accurate.
  - Any IFA support will be used solely for promotional purposes.
  - I understand that IFA does not pay stall fees and that funding is subject to available budget.

Name:  
 Email Address:  
 Date:



## IFA Promotional Support Application Form

**<https://www.smartsurvey.co.uk/s/PromotionalSupportApplicationForm/>**



Document compiled by Nadja Rein, Publicity Officer, March 2026.