



Small Crank-In Planning Guide

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Small Crank-In Planning Guide

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PART I – OVERVIEW

1.A Introduction

Why are we doing this? What this manual includes. How to use it.

CSKMS is no longer holding an annual conference. In past years, these gatherings were practically the only opportunities for crankers to meet and learn from each other. However, in recent years, the number of small local crank-ins (randomly or regularly scheduled) as well as larger regional gatherings (many held annually now) has exploded, and the geographic diversity of the cranking community has expanded dramatically!

The Board, after conducting a member survey and much discussion, voted to discontinue annual conferences and made it a priority to support and encourage these local and regional crank-ins. We hope to do that through the following:

- **Crank-In Event Listings** –on the CSKMS website at <https://cskms.org/events/> and in the quarterly newsletter. Submit your event using this form: <https://cskms.org/events/csm-event-submittal-form/>.
- **Crank-In Grants Program** – financial assistance with grants up to \$500 with board approval, to CSKMS members planning a crank-in. For more info, please visit the Grants page at: <https://cskms.org/regional-crank-ins/crank-in-grants/>.
- CSKMS will provide a **free one-year membership** as a door prize at any crank-in. Any current member may request this by emailing info@cskms.org, and providing the event dates.
- **Zoom**, the online video conference subscription that we use for Board meetings, is available for event organizers to use for their committee meetings. To use this service, please email info@cskms.org with your desired meeting dates.
- Help us spread the word about CSKMS, please download our **CSKMS Info Cards**, four to a sheet, for you to print and pass out at your crank-in: <https://cskms.org/wp-content/uploads/2018/10/CSKMS-Card.pdf>.

And this Small Crank-In Planning Guide, for one or two day informal events (usually without instructors or vendors), containing what we've learned planning crank-ins, what we wish we had known when we started out, checklists, and sample forms. Not all events are large or complex. So, this is the slimmed down version of our full Regional Crank-In Planning Guide. Look through and select the tasks that apply to your event and use this guide as a starting point to plan your crank-in.

You can find the Regional Event Guide on the website at <https://cskms.org/regional-crank-ins/crank-in-planning-manual/>, which includes info for more complex multi-day events with instructors and housing/meals, detailed job descriptions for committees, and expanded discussion of decisions to be made.

If you are currently a crank-in organizer or would like to be, we want to help! Please email us at info@cskms.org.

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1.B Sample Timeline for a Small or Local Crank-In

6 months out:

- Establish an Organizing Committee, if needed
- Set dates/times for the Crank-In.
- Draw up a budget, include recommended registration fees.
- Choose a venue and make deposits.
- Apply for a CSKMS grant if needed.
- Arrange for instructors or speakers and vendors if having any.
- Publicize event “Save the Date” with CSKMS, Ravelry, Facebook, and email list.

3 months out:

- Create registration forms and FAQ’s if needed.
- Open Crank-In for registration or RSVPs.
- Confirm Instructors/Vendors if any.
- Organize goody bags, door prizes, give-aways.

1 month out:

- Continue registration/RSPVs.
- Organize refreshments, if any.

1 week out:

- ALL DETAILS FINALIZED!
- Print Nametags and Signage.
- Gather Goody Bag donations, and assemble bags.

After the Event:

- Follow up with event surveys
- If you received a CSKMS grant, submit all receipts, newsletter writeup, and photos for final payment.

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PART 2 – JOB DESCRIPTIONS AND RESPONSIBILITIES

Organizing Committee Functions

See below for detailed job descriptions & duties

An organizing committee (“Committee”) for your event may be as small as just you for a simple crank-in, or it may be a group of volunteers for a multi-day crank-in, or one with classes, vendors, and other activities. For most small crank-ins, several jobs will be combined with one person responsible. The list below includes the various functions we have found useful to consider, so you can check which are needed for your event:

- A. Organizer (Chair)
- B. Registration / Treasurer
- C. Venue – meeting space, classrooms, layout
- D. Instruction (*if offered*)
- E. Vendors (*if offered*)
- F. Publicity / Website / Social Media
- G. Hospitality / Refreshments / Goody Bags
- H. Signage / Nametags
- I. A/V (*if classes offered*)
- J. Door Prizes (*if offered*)
- K. Sale / Swap (*if offered*)

Committee Job Descriptions / Responsibilities

2.A Job Description – Crank-In Organizer

The Crank-In Organizer (or Organizers) is responsible for overseeing the Crank-In and the work of all committees. Committee chairs develop and implement the goals of their particular committee with the assistance of the Organizer.

Specifically, the Organizer will:

- Develop the Crank-In structure (will there be classes, speakers, vendors, prizes, etc.)
- Identify Crank-In tasks and individuals or committees responsible for them.
- Build a specific timeline for purposes of planning and expediting the Crank-In.
- Oversee the work of the Committee. The Organizer communicates or meets with the Committee regularly to insure all deadlines established in the timeline are met.
- Make a site visit to the Crank-In site with the Venue Chair to discuss costs, tour rooms, etc.
- Prepare a Crank-In budget, and work with the Committee to establish registration, class and vendor fees, if any. Oversee the budget and payments to the venue and other providers.
- Apply for a CSKMS Crank-In grant if needed. Find info at <https://cskms.org/regional-crank-ins/crank-in-grants/>.
- Sign the venue contract after confirming and approving contract details.
- Sign instructor contracts, if any, after confirming details with the Instruction Chair.

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- After the Crank-In, hold a debriefing meeting with the Committee, or gather/record suggestions for improvements in future crank-ins.
- Send out a survey to all attendees, or collect surveys at the event, and report the results to the Committee.

2.B Job Description – Registrar / Treasurer

The Registrar develops and receives registration forms and collects registration, class, and vendor fees (if any), and maintains registration records. The Registrar also serves as the Treasurer.

Specifically, the Registrar will:

- Assist in preparing the Crank-In budget.
- Create a registration form (including all pertinent details, fees, refund policy, class descriptions and registration directions) and FAQs.
- Submit the registration form to the Publicity Chair for publication on website/social media, and emails to the mailing list.
- Accept registration forms and fees from attendees.
- Send an email to each registered attendee acknowledging receipt of their form and fee.
- Collect, document and deposit registration, class, and vendor fees.
- Maintain an electronic copy of each registration form.
- Maintain a spreadsheet/database of all those who have registered along with pertinent details (name, email, telephone, skill level, class choices, etc.).
- Acknowledge cancelations (according to refund policy) and issue appropriate refunds.
- Maintain a waiting list if necessary and notify those on the list if and when an opening develops.
- Correspond with and answer questions from Crank-In attendees about their registrations including a final email with a suggested “Packing List”.
- Provide registration info to the Organizer and other Chairs as needed.
- Make all payments to the venue and other providers in a timely manner.

2.C Job Description – Venue Liaison

This person serves as the contact between the venue management/staff and the Crank-In Committee.

Specifically, the Venue Chair will:

- With the help of the Organizer and Committee, search for and visit appropriate locations for the Crank-In. Identify a location (or locations) to recommend to the Organizer and Committee along with a description of the price, contract provisions/requirements, refund/cancellation policy, services offered, dates available, capacity of main cranking room and classroom(s), electrical outlets, nearby parking, etc.
- Work with the Organizer to create a Crank-In budget using prices & other details provided by the venue's contract.
- Serve as the contact person between the Committee & the venue.
- Make arrangements with the venue's management to commit to the chosen dates, have the Organizer sign the contract, and have the Registrar/Treasurer provide a deposit (if required).

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- Provide information about the venue to all committee chairs who need details as planning ensues.
- Confirm rooms to be used, and number and arrangement of tables, chairs and A/V equipment to be provided by the venue.
- Troubleshoot any issues that arise regarding the venue.

Discussion – Venue Layout

Sock machine Crank-Ins have specific floor space requirements. Factors to be considered are number of attendees, space required per individual, including chair, sock machine with stand, accessories and related tools and materials. In addition to that, space is required for a reception table and tables for other uses such as vendors, displays, door prizes, sale/swap, contests, and etc. Access paths must also be provided to meet local fire code requirements.

In a large cranking room, each cranker will need at least a 3' x 4' assigned space and a chair. Spaces can be arranged in rows, pairs, groups of 4, etc. Use painters tape on the floor to mark off spaces during setup. Pathways 2' – 3' wide are important for safety reasons as well as convenience in accessing all cranking spaces. Use duct tape or gaffers tape to secure extension cords to the floor to prevent trips and falls.

Allow space for vendors tables, if any, as well as traffic areas in front of and around vendor tables. Keep in mind that some vendors will also be cranking, and may need a cranking space next to their vending tables.

Account for space for any other tables/activities needed, including traffic areas around them, including:

- Reception table near the main entrance to the room.
- Door prize display table.
- Drinks/snacks table.
- Sale/Swap table (for individual sales by crankers.)

In any separate classroom(s), provide tables for the teacher's use, as well as enough chairs for students. Allow space for any A/V equipment or whiteboards needed by teachers.

2.D Job Description – Instruction Chair *(if classes are offered)*

The Instruction Chair is the liaison between Crank-In teachers and the Committee. For an informal crank-in, everyone may simply come to knit and share resources, while a Regional Crank-In may feature classes, demonstrations, mentors, and one-on-one instruction led by experienced CSM teachers, most of whom are compensated for their time and expertise. The Instruction Chair works with the Organizer to establish these forms of instruction and determine who will teach participants.

See the **Regional Crank-In Manual for detailed information on organizing instructors and classes at <https://cskms.org/regional-crank-ins/crank-in-planning-manual/>.**

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2.E Job Description – Vendors *(if vendors are offered)*

The Vendor Chair is responsible for coordinating vendors who will sell CSM-related items at the Crank-In.

See the Regional Crank-In Manual for detailed information on organizing vendors at <https://cskms.org/regional-crank-ins/crank-in-planning-manual/>.

2.F Job Description – Publicity / Website / Social Media

The target audience for Crank-In publicity is primarily previous attendees, and local and regional crankers. Audiences include yarn shops, social media groups, and the media. The Publicity Chair's responsibility is to inform these target audiences via the Crank-In's website or social media, CSKMS's newsletter and website, and email notices.

Specifically, the Publicity Chair will:

- Follow the timeline for publicity opportunities before the Crank-In.
- Create and/or maintain a Crank-In email address, website, social media groups (eg Ravelry, Facebook, and Instagram groups), and mailing list (eg MailChimp), and online survey (eg Google Forms or SurveyMonkey).
- Write and deliver all publicity in the months prior to the Crank-In to create interest, inform attendees of Crank-In details, and help increase registrations.
- Submit Crank-In info to the CSKMS website to publicize the event at <https://cskms.org/events/csm-event-submittal-form/>.
- Gather information from the Committee to include in social media postings.
- Take photographs at the Crank-In to use in follow-up publicity and for future Crank-Ins.

2.G Job Description – Hospitality / Refreshments / Goody Bags

The Hospitality Chair is the person who meets and greets attendees when they arrive at the Crank-In.

Specifically, the Hospitality Chair will:

- See that the welcome area is set up with reception tables and chairs.
- Make sure the goody bags are ready to hand out.
- Provide Crank-In schedule and information to attendees.
- Pass out the name tags, goody bags, etc.
- Coordinate a refreshments table for potluck items brought by attendees.
- Collect goody bags that have not been picked up at the end of the day.
- Be available to answer questions and give help where needed.
- Close down the reception area at the end of the Crank-In and clean up that area.

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2.H Job Description – Signage / Nametags / Crank-In Program

The Signage Chair is responsible for all printed materials, including nametags, signage, and a Crank-In program, if any.

Specifically, the Signage Chair will:

- Create nametags for attendees, guests, instructors and vendors.
- Create signage to assist attendees in finding their way around the venue, and signs showing the Crank-In schedule, and class times/locations.
- Post all signs necessary in appropriate locations
- Coordinate printing and hanging a Crank-In banner if desired.
- Compile information for the program (if needed), including: general schedule for Crank-In events, classes, meals, and free cranking times; floor plan of building, map of facility, etc.; class schedule and teacher bios if there are classes; sale/swap information.
- Arrange for printing, and arrange for the Treasurer to pay printing costs.
- Deliver programs to the Crank-In for distribution to attendees.

2.I Job Description – Audio /Visual (*if needed for classes*)

The A/V Chair arranges for any A/V equipment needed during the Crank-In by organizers or teachers, including microphones, projectors, screens, TV's, whiteboards, etc.

See the Regional Crank-In Manual for detailed information on A/V needs if there are classes at <https://cskms.org/regional-crank-ins/crank-in-planning-manual/>.

2.J Job Description – Door Prizes (*if offered*)

The Door Prizes Chair solicits goods, collects them, gets them to the Crank-In location and supervises their distribution to Crank-In attendees.

Specifically, the Door Prizes Chair will:

- Contact individuals & businesses to ask for donations of goods or services that can be given away during the Crank-In as door prizes. Examples might include: yarn; sock machine tools and accessories; hand-knitting supplies and tools; gift certificates from yarn shops; gift certificates for services (such as CSM lessons, cleaning/repairing a CSM); hand-cranked socks. Send a written acknowledgement to donors thanking them for their door prize donations.
- Crank-In attendees may also bring items as door prizes.
- Arrange to pick up the donated items or to have the donated items shipped, and deliver door prizes to the Crank-In location
- Create a sign or list of the names of donors (and contact information if a business) to display on the door prize table.
- Manage door prize distribution during the Crank-In.

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2.K Job Description – Sale / Swap (*if offered*)

The Sale/Swap Chair plans and implements the activities at the Crank-In where attendees may sell or swap equipment, tools, and materials.

Specifically, the Sale/Swap Chair will:

- Plan how the Sale/Swap will be set up and managed during the Crank-In.
- Design any forms needed for sellers and buyers, and make the forms available to buyers and sellers prior to and during the Crank-In.
- Provide information for advertising the sale/swap on the website and social media to the Publicity Chair.
- Oversee the sale/swap and arrange for the security of goods and payments, especially overnight. This includes setting up the sale/swap table and supplying a money box.
- Make sure all payments are distributed to sellers and all unsold goods returned to owners at the conclusion of the Crank-In.

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PART 3 – AFTER THE EVENT

After each class or demonstration, distribute and collect class evaluation forms. The feedback on these forms should be shared with the teachers and with the Committee. See Part 4 for sample forms.

While teachers and vendors are still at the event, have them complete an evaluation form seeking feedback on what worked and how to improve the crank-in. Consider asking if they are interested in teaching or vending again next year. Have the next year's teaching and vendor forms available. See Part 4 for sample forms.

At the end of the Crank-In, distribute and collect crank-in evaluation forms to all attendees. Consider using an online form such as Google Forms, SurveyMonkey, or TypeForm. The feedback on the forms should be shared with the Committee. See Part 4 for sample forms.

Also at the end of the Crank-In, schedule a short time with the Committee to have a debrief meeting while issues are fresh in everyone's mind. Discuss what went well, what could be improved, and specific ways to resolve issues encountered. Perhaps also follow up with a quick email survey in the week after the event.

If you received a CSKMS grant, be sure to submit all receipts, newsletter writeup, and photos for final payment.

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PART 4 – FORMS (See Appendix)

The forms appendix contains a variety of sample forms for both large and small crank-ins. Download the forms at <https://cskms.org/regional-crank-ins/crank-in-planning-manual/>.

- 4.A Equipment and Supplies List for Crank-In Organizers**
- 4.B Sample Crank-In FAQ's**
- 4.C Budget (lodging and meals included)**
- 4.D Budget (lodging and meals responsibility of attendees)**
- 4.E Sample Registration Form, with Lodging and Classes**
- 4.F Sample Registration Form, with Lodging, NO Classes**
- 4.G Sample Class descriptions – suggestions for workshops**
 - 4.G.1 Demos
 - 4.G.2 Classes and Demos
 - 4.G.3 Classes and Demos
- 4.H Call For Class Teaching Proposals**
- 4.I Vendor Application**
- 4.J Crank-In and Class Evaluation Forms**
 - 4.J.1 Sample Crank-In Evaluation questions and forms
 - 4.J.2 Sample Crank-In Evaluation
 - 4.J.3 Sample Instructor Evaluation
- 4.K Sale / Swap Forms**
- 4.L Contest Rules and Entry Form**
- 4.M Crank-In Logo/Graphic**