



Name of Project: Crafty Elves

Chapter Submitted: Brooklyn Park

Programming Area: Community Connections

Type of Project: Service

Project Goal: The goal of the project is to support our community with affordable gift options during the holiday time. Number two, support parents in offering a fun way for children to shop for their family. Number three, raise funds to support our chapter's programming needs.

Planning Steps:

1. Select a date for the event, typically 1st Saturday in December.
2. Secure location.
3. Host crafting events for chapter members to come together and make items to sell at the event.
4. Contact local businesses for donations of items that can be purchased at the event.
5. August/September – review inventory. Check the item balance across all genders and ages. Pets too.
6. Create a Facebook event, share on community pages. Update monthly, then weekly as the date approaches.
7. Create a flyer. Post at local businesses and M-Events.
8. Create a sign-up for 3 + members to set up the shop. 8 + the day of.

Note: You will want to have 3 – 6 crafting events. Consider how the crafts will be funded and what items to craft. A few ideas are tree ornaments, catnip bags, dog bone bags, blankets, and towels. You will want to secure a location and date very early in the year and promote them for months in advance. Setting up the day before can take 2 – 4 hours. Packing up can take 1 – 2 hours.

Project Details: Make and supply items for children to purchase at a low cost. As a chapter, we shop with the children and help them wrap. The parents fill out a form indicating how much they want to spend on shopping, typically between \$5 and \$10 per child. The money is placed in an envelope. An elf takes the child shopping through the store and tracks what items are purchased for what person. They help the child check out and bring them to the wrapping area, where they help the child complete labels as the wrapping elf makes everything look nice.

We suggest setting up the store the day before. On the day of the event, you'll want 1–2 members to staff a registration table, 1 cashier, 2–3 wrappers, and 3–6 elves (shoppers).

During the Brooklyn Park 2025 event, 40+ children shopped, and \$457 was raised.

Ways to Promote: Facebook Event and Flyers

Key Takeaways: Have items in sections for dad/grandpa, mom/grandma, children, pets, and then an area for all genders and ages by project—an area for jewelry, blankets, tools, etc.

Note: this is a group project and works best when many members help create the gifts and work with businesses to secure donations.