

HandMade in America Membership Program

About HandMade in America Membership Program

For the first time ever, this January 2013 HIA will be offering membership to craft artists, their families, small towns, community organizations and patrons. This Membership Program will provide participation and ownership in HandMade in America's vision and future, as well as help create a strong sense of belonging to a community united by shared interests and goals.

Why a membership model and why should you join?

HandMade in America, emerging from a transitional period for our organization, is moving forward stronger than ever. As we look ahead with our new business plan to build a bright and long-lasting future, we believe that a membership model provides us the greatest opportunity to ensure highly effective programs and produce the strongest results.

After 31/2 years of planning and getting feedback from over 400 community members and artists, HIA has worked hard to both create benefits that are needed by you and to keep membership levels affordable.

So what are some of the other exciting new features?

New craft registry – to be launched November 1, 2012 – for craft artists and craft based businesses. This will include the ability to load up to 10 photos or videos, and more detailed information on your services/products. HandMade will focus on marketing this database to promote the artists and craft-based businesses listed. The fee for this listing is \$25/year, and is featured at the Basic

Membership level. (The current craft registry will stay online through the end of 2013, when it will then be permanently deleted.)

Another fabulous membership perk begins at the Professional Artist Level (\$125/year). We have partnered with BB&T Bank to offer a BB&T bank bundle that includes a BB&T @Work checking account, a business credit card, and a special merchant services program. We have secured the lowest % fees available AND .05% of each swipe gets donated to HandMade. Joining this program is a win-win; it not only saves you money on your credit cards fees, but also helps HandMade's future!

Confused as to what level to join?

No problem! Even though the names of the levels seem to imply you have to be, for example, a professional artist to join at the \$125 level, that is just the level name. You join the level that has the benefits you want! Can't afford to join? All are welcome to access our services a la carte throughout the year.

HandMade in America is excited about our new chapter, and we can't wait to provide you with better, stronger, and more effective programs while simultaneously securing HandMade's future. I hope you welcome in the membership program, as we created it based on what you have asked for.

If you have any questions, you may contact HIA's Operations Manager, Janelle Wienke (jwienke@handmadeinamerica.org).