

CRAFTY WITH SENIORS (COMMUNITY)

When we retire, it's critical that we continue to feel a sense of accomplishment and pride in who we are and what we do. And being creative is a wonderful way for retired seniors to improve their emotional, physical, and cognitive well-being. That's why hosting an afternoon crafting session at a local senior community is a good choice for your next event. It's easy to do and your efforts will be appreciated by all involved. To get started, reach out to a local senior community about hosting a free class. Projects may include making a Spring wreath or a vase filled with paper flowers. Let staff members know you'll provide the instructor and all the supplies needed to create the selected project. All you need from them is the space to do it. If you feel comfortable, guide the class project yourself. Or, if you're not the crafty type, recruit someone to help you (retired art teachers are a great choice). Afterward, encourage residents to stick around for happy hour and admire each other's work. If you enjoy hosting this class, you may want to consider making it a regular thing. The residents will look forward to seeing you and you'll strengthen your relationship with staff who can be great a referral source for your business.

WHO TO INVITE

Residents living in a local senior community will be your guests. Work with staff to get the word out to them.

TIMING

This is an event you can do any time of the year. However, we really like doing it during the month of March when it's National Craft Month. Yes, it's a thing!

VENUE

Your event will be held on-site at a local senior community. Ask about reserving a large open room where you'll have plenty of space to work on projects.

AGENDA

It's always a good idea to have a plan. The following is a general outline for you to follow when you're getting "Crafty with Seniors."

1. Check In
2. Welcome/Project Overview
3. Icebreaker
4. Work Time
5. Happy Hour

WHAT YOU NEED

Supplies

Many of the supplies you'll need will be dictated by the selected project. In addition to necessary craft supplies, you may need the following.

- ☐ Tables
- ☐ Chairs
- ☐ Butcher paper (to cover tables)
- ☐ Nametags
- ☐ Sharpies

- ☐ Helium balloon kit (helium, balloons, string, weights)
- ☐ Fresh flowers (for food table)
- ☐ Table confetti
- ☐ Aprons
- ☐ Appetizer plates
- ☐ Plastic cups
- ☐ Insulated cups
- ☐ Coffee sleeves
- ☐ Coffee lids
- ☐ Coffee stirrers
- ☐ Beverage bucket (to keep drinks chilled)

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- ☐ Corkscrew
- ☐ Bottle opener
- ☐ Hot drink dispenser (for coffee, hot water)
- ☐ Bags of ice
- ☐ Paper napkins
- ☐ Paper towels
- ☐ Handwipes
- ☐ Scissors
- ☐ Trash bags
- ☐ Tape/String (for hanging decorations)
- ☐ Sound system/speaker
- ☐ iPhone or camera to take pictures

Food & Drink

It's not a party without food and drinks, so end the class with a happy hour. Make sure you talk to community staff in advance about food restrictions. It may be easier for you to purchase appetizers and beverages directly from them. If outside food is allowed, contact an area restaurant to deliver directly to your event. The following are some menu suggestions.

- ☐ Meatballs
- ☐ Charcuterie tray
- ☐ Assorted cheese platter with crackers
- ☐ Spinach and artichoke dip
- ☐ Deviled eggs
- ☐ Red wine (if allowed)
- ☐ White wine (if allowed)
- ☐ Beer (if allowed)
- ☐ Coffee
- ☐ Coffee creamer and sugar
- ☐ Iced Tea
- ☐ Herbal Tea
- ☐ Lemon (for tea)
- ☐ Honey (for tea)
- ☐ Lemonade

GOOD VIBES ONLY

Icebreaker

Imagine how scary it can be arriving at a new senior living community and not knowing anyone. Don't take for granted that the seniors participating in your class know each other. And if they do, they may not be very close. Here's your chance to help them break the ice. When class starts, go around the circle and ask the following questions.

- ☐ What is your name?
- ☐ Where are you from?
- ☐ Do you have any children? Grandchildren?

Music

Studies show that music can help promote relaxation and lower stress. Create or download a Spotify playlist with songs from their era. Consider including artists like Frank Sinatra, Tony Bennett, Glenn Miller Orchestra, and Bobby Derin. Make sure you keep the volume at a level they'll enjoy so they can still hear everyone talk.

HELPFUL TIPS

Get the Word Out

We recommend advertising your event with the following:

- ☐ Flyer
- ☐ Bulletin board poster
- ☐ Community Facebook page
- ☐ Email
- ☐ Community website/newsletter

Collateral

Further promote your personal brand with the following:

- ☐ Wine labels
- ☐ Beer labels
- ☐ Water bottle labels
- ☐ Coffee sleeve stickers
- ☐ Snack labels
- ☐ Thank you cards