



Introductory Information and Talking Points for Class Instructors

One of the goals of our classes is to convert participants into members. Many times, class participants are brand new to our shop, so every time there is a class, we ask our teachers to take a few minutes to give an overview of Saratoga Joinery to talk about the value of Saratoga Joinery membership to the group and hand out some materials.

Materials to be handed out – *In Instructor's Folder*

- Business Cards
- Brochures

Overview – *Please give an overview of Saratoga Joinery **using your own words and covering the points below!***

- **The Vision**
 - o Saratoga Joinery was founded by a group of people who believe in the transformative power of woodworking as a hobby, skill and creative outlet.
 - o The shop opened its doors in March 2024 with a mission to make woodworking accessible to all.
- **The Model**
 - o The Joinery is a community space, which means the shop here is utilized by members.
 - o Membership is \$85 per month (or \$918 per year) for full access to the entire shop and tools.
 - o As part of the mission to make this an accessible craft, members are trained on all machines upon onboarding, and experienced volunteers are always here to lend a helping hand and keep people safe.
- **The Classes** - In addition to membership, the Joinery offers
 - o **Community Classes** (like this one!) for all experience levels. No membership or prior experience is required, although members do get a discount on registration!
 - o **Private Group Classes** – Some examples include Corporate Team Building Classes, Birthday Parties, Bachelor or Bachelorette Parties, etc. No membership or prior experience is required!