



Deafblind
International **DbI**

**Yarn Bombing
June 2021 Toolkit**



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Introduction:

We invite you to join us in June 2021, for a movement that will build awareness on a global scale in a fun and captivating way.

In June 2020, DbI teased an announcement during the month-long social media campaign. On June 27, we shared that our awareness initiative for 2021 will be yarn bombing (sometimes known as ‘knitfiti’); a form of street art where yarn that is knit, crochet, or wrapped, adorns an object in a public space. It is thought to have originated in the United States in 2005.

By coming together in June, to yarn bomb objects in as many cities and countries as possible, we strive to foster connections and unite a community with individuals, service and advocacy groups in the field, DbI members and partners, and the wider global public.

Regardless of whether your country, region, or organization celebrates deafblind awareness as a month, a week, or day, our combined efforts will create a stronger and united voice.

Why Yarn Bombing?

Global yarn bombing for our 2021 awareness campaign is an exciting, fun, and creative way to engage members of the deafblind community in a largescale tactile art project. Each installation around the world will be constructed by people with deafblindness, their families and loved ones, advocates, Human support services/ Interpreter-guides/ Deafblind interpretation services/ Support Service Programs/ Intervenors/ Support Service Providers (SSP), and others in the field.

Each knit or crochet square will be attached to cover a designated community space or object. This symbolizes the coming together of people in the field of deafblindness. Our goal is to increase awareness and knowledge of deafblindness as a unique disability and to influence for appropriate services for people who are deafblind around the world.



COVID-19 and Yarn Bombing:

Please follow the necessary procedures and precautions in your country to promote the health and safety of your broader community.

In this Toolkit:

Thank you for registering your organization/group! This toolkit will help you invest your time in developing a strategy that is efficient, effective, and fun.

Please note that messaging and campaign materials are provided in DbI's official language, English. We encourage translation of these materials as required and promote accessible, inclusive formats. Fees associated with translation are not the responsibility of DbI. You will also receive monthly reminders to guide your yarn bombing initiative.

Step 1: Make a Plan (January 2021)

Here are some things to consider in the starting phase of your yarn bombing initiative:

- Who are you working with? Will your project include groups from other cities or nearby countries? Form your yarn bombing committee.
- Determine when you will start. Starting early gives you plenty of time to ensure your project goes smoothly and is successful.
- Now it's time to decide who will do what and when. We recommend creating a work plan (template on page 16) to ensure that you stay on track.
- Consider and set regular meetings leading up to June 2021 to monitor progress and build momentum about this initiative.

Step 2: Choose Your Location (January 2021)

Determine where and what object(s) you would like to yarn bomb. Consider community spaces that are popular in your country, and will attract the attention of the public. This may include tourist destinations or landmarks, parks, bus stops, art and shopping districts, as well as city and town squares.



Your installation day will take place in June 2021. Choose a date that has meaning to you when you celebrate deafblind awareness; is it throughout the entire month, during a week, or a particular day.

Permits and Regulations (January - March 2021):

Yarn bombing, unless done with the permission of a host organization or private property owner, is illegal. In your planning phase, please obtain a permit or permission to yarn bomb your community object(s) of choice and be sure to follow the regulations of your area.

Step 3: Materials and Prep (January - February 2021)

***We recommend creating knit or crochet squares that are 20cm x 20cm. The squares will then be attached together either on installation day or in advance. How many squares you need will be determined by the size of the object you'll be covering.**

You may also want to consider and provide options for your participants to obtain yarn and related materials. Is there a local craft store that is willing to sponsor your project and provide yarn? If not, do they have leftover materials? Is there an annual or semi-annual yarn sale nearby where you can stock up on supplies? Members of your community/local knitting groups/online buy and sell groups may also have leftover yarn from previous projects that they will donate to your initiative. Or, request that each person that submits a knit or crochet square provide their own yarn for their part of the project. Be sure to start this early on so your group can start creating their squares.

Determine where the completed squares will be housed until installation day. Provide participants with this information so that they can mail or deliver their squares prior to the submission deadline (May 14, 2021).

Step 4: Get Knitting! (February - Mid-May 2021)

The creation phase is an exciting part of this project and essential to the success of your yarn bombing initiative. Some people may not know how to crochet or knit. This project is a great opportunity for them to learn a new skill while taking part in an impactful movement.



Consider hosting regular virtual or in person ‘knit nights’, or providing participants with patterns to crochet or knit. You can also send instructional videos from YouTube, or Pinterest. Post photos of your knit nights on social media, or if virtual, screen shots of your participants creating their squares.

Set a deadline for submission of the squares in advance of June; we recommend **May 14, 2021**.

Step 5: Signage (April 2021)

Prior to installation day, you will need to consider how you will indicate who created it and the why behind it. This is key to building awareness with the general public through our global yarn bombing initiative. Some signage options:

- A simple tag made from a laminated luggage label
- Weatherproof sign
- QR code that links to a webpage about your project
- Community sign

You may also want to consider including the project hashtag in your official language(s) on your signage.

Step 6: Installation Day and Lead Up (May - June 2021)

In advance of your installation day, consider the following (May 2021):

- Who will be installing the yarn bombing on the community object(s). This should include more than one person.
- What do you need on the day of? Bring an installation kit that includes a ladder (if required), extra yarn, scissors, needles, hooks, cable ties, wire, your art tag/signage, etc. Take into account weather and the time required outside as you install your project.
- How will you promote your installation day? Where and to whom?
- Will you host any sort of event while it is being installed? Often times, people passing by will stop to watch and ask questions; this is a great



opportunity to engage with the general public and share about deafblind awareness efforts.

- Consider inviting local media to your installation day. Prepare a media alert, media kit, and media release.
- Designate someone social media savvy to post and “go live” frequently on your channels throughout installation day.

On your installation day, consider the following:

- Tag DbI in your social media posts - we want to share all of the yarn bombing that takes place across the world.
- Take many photos and videos for later use and sharing with DbI.

Step 7: Takedown & Wrap Up (July 2021)

We want to ensure that we are respectful to our environment and socially responsible in this awareness initiative. For this reason, it is crucial that you plan your takedown/ project deconstruction immediately following June 2021. This will also allow you to save your squares for future yarn bombing projects.

Pass on a word of “thanks” to participants, volunteers, sponsors, and supporters. Consider expressing gratitude in an eblast or by social media (don’t forget to include photos). Evaluating our awareness campaign will provide DbI ComCom with important information about what went well and where we can improve on future global campaigns. DbI ComCom will reach out in mid-July 2021 with a survey to ensure a consistent evaluation.

Communication & Promotion:

In the lead up to June 2021, communicating about your yarn bombing initiative will spread the word about the need for materials like yarn, collecting knit or crochet squares, generate awareness about deafblindness, and ultimately highlight the global nature of DbI’s 2021 yarn bombing movement.



Social Media:

Please be sure to follow DBI's social media channels:

Facebook: <https://www.facebook.com/dbiint>

Twitter: [@DBI_connect](#)

Instagram: @deafblindinternational

YouTube: https://www.youtube.com/channel/UCPSVp_11RKKrNPmb0ujbxPw

Hashtags:

- #DeafblindAwareness
- #YB2021
- #YarnBombingForDeafblindAwareness
- #TactileArt

*Please translate the above hashtags to your official language(s) and provide them on your Information Form. This will support DBI in sharing messaging specific to your project.

Sharing, connecting, and supporting one another's yarn bombing efforts is essential to the widespread success of this initiative. We ask that you share your efforts not only on installation day, but in the lead up to June 2021 ('knit nights', public calls for knit or crochet squares, capturing the process of making and collecting the squares, information about the community object(s) you are yarn bombing, in person or online events, messaging, media, stories, videos, etc.) with DBI by tagging or mentioning our channels, and, in return, sharing our social media messaging.

TIP: When posting on social media, we encourage the use of alt tags for imagery. Alt tag text is essential for web accessibility and is used by screen readers for image recognition.



Social Media by the Month:

When you confirm that you are participating in the global yarn bombing initiative (by filling out the Information Form), you will receive communications in the lead up to June 2021 from DbI ComCom. These email communications will provide you with social media materials and imagery for your use.

Below are suggested social media themes and call-to-actions you can expand on and add to each month:

Month	Theme/ Call-to-Action(s)	Frequency of Posts	Notes
January 2021	<ul style="list-style-type: none"> ➤ Remind external audiences about our 2021 yarn bombing initiative by utilizing DbI’s 2020 teaser campaign materials. ➤ Explain what yarn bombing is and its history. Explain its importance to deafblind awareness around the world. ➤ Request your social media following donate their leftover yarn. ➤ Encourage your audiences to get their knitting needles and crochet hooks out and get ready to participate. 	<p>Twitter: 2x per week Facebook: 1x per week Instagram: 1x per week</p> <p>*Consider live posts on Facebook and Instagram for requests for yarn.</p>	<p>You can repeat messaging throughout the month. If you are looking for additional content, share the posts from the DbI social media channels.</p>

<p>February 2021</p>	<ul style="list-style-type: none"> ➤ Request your social media following donate their leftover yarn. ➤ Share a ‘how to knit’ or ‘how to crochet’ video/ tutorial. Invite your participants to share their progress with you online. ➤ Encourage your audiences to start knitting or crocheting their squares. Ask them to share their progress (be sure to re-share these examples). ➤ Post about your deadline for submissions and where to submit. 	<p>Twitter: 3x per week Facebook: 1-2x per week Instagram: 1-2x per week</p> <p>*Consider live posts on Facebook and Instagram for requests for yarn.</p>	<p>You can repeat messaging throughout the month. If you are looking for additional content, share the posts from the DbI social media channels.</p>
<p>March 2021</p>	<ul style="list-style-type: none"> ➤ Post about your installation date and the object you selected to yarn bomb. Share history or background about the spot. ➤ Encourage your audiences to knit or crochet their squares. Ask them 	<p>Twitter: 3x per week Facebook: 1-2x per week Instagram: 1-2x per week</p> <p>*Consider live posts on Facebook and Instagram stories as you</p>	<p>You can repeat messaging throughout the month. If you are looking for additional content, share the posts from the DbI social media channels.</p>

	<p>to share their progress (be sure to re-share these examples).</p> <ul style="list-style-type: none"> ➤ Post about your deadline for submissions and where to submit. 	<p>receive knit or crochet squares.</p>	
April 2021	<ul style="list-style-type: none"> ➤ Share simple knitting and crochet patterns to encourage beginners to participate. ➤ Explain tactile art. ➤ Share a video of a member(s) of your group knitting or crocheting squares. ➤ Encourage your audiences to knit or crochet their squares. Ask them to share their progress (be sure to re-share these examples). ➤ Post about your deadline for submissions and where to submit. 	<p>Twitter: 4-5x per week Facebook: 2x per week Instagram: 2x per week</p> <p>*Consider live posts on Facebook and Instagram stories calling for knit or crochet squares.</p>	<p>You can repeat messaging throughout the month. If you are looking for additional content, share the posts from the DbI social media channels.</p>
May 2021	<ul style="list-style-type: none"> ➤ Encourage your audiences to knit or crochet their squares before the deadline. Remind 	<p>Twitter: 5x per week, some days 2 posts/ day Facebook: 3x per week</p>	<p>You can repeat messaging throughout the month. If you are looking for additional content,</p>

	<p>about where to submit.</p> <ul style="list-style-type: none"> ➤ If you know the approximate number of squares your project needs, inform your audiences that you need # many. ➤ Post about your installation date and the object you selected to yarn bomb. ➤ Post about the number of countries/ regions participating in the global yarn bombing initiative for deafblind awareness. 	<p>Instagram: 3x per week</p> <p>*Consider live posts on Facebook and Instagram about your installation day, final calls for squares, and submitted squares.</p>	<p>share the posts from the DbI social media channels.</p>
<p>June 2021</p>	<ul style="list-style-type: none"> ➤ Post about your installation date and the object you selected to yarn bomb. ➤ Post about the number of countries/ regions participating in the global yarn bombing initiative for deafblind awareness. ➤ Explain tactile art. 	<p>Twitter: 5x per week, some days 2 posts/ day Facebook: 3-4x per week Instagram: 3-4x per week</p> <p>*Consider live posts on Facebook and Instagram stories about and on your installation day, submitted squares,</p>	<p>You can repeat messaging throughout the month. If you are looking for additional content, share the posts from the DbI social media channels.</p>



	<ul style="list-style-type: none"> ➤ Post on your installation day. ➤ Showcase your installation day and yarn bombed object(s). 	the global scale of the yarn bombing project, deafblind awareness, and your yarn bombed object(s).	
July 2021	<ul style="list-style-type: none"> ➤ Post pictures and videos from your yarn bombing initiative. ➤ Share DbI’s posts that showcase the global scale of this project. ➤ Thank your volunteers, participants, supporters. 		You can repeat messaging throughout the month. If you are looking for additional content, share the posts from the DbI social media channels.

Visual Materials:

Similar to June 2020, a series of themed images will be distributed in early 2021 for social media use and print at letter size (8.5in x 11in). These images will be distributed with the yarn bombing communications by DbI ComCom. EPS files will be provided for all images, which are intended for customization in the diverse languages of DbI members and ambassadors. We also encourage you to create your own visuals to promote your yarn bombing initiative. These images can include a call to action for knit or crochet squares, or information about your installation day and community object(s) that you will be yarn bombing.

Media:

Engaging with the media is an excellent way to extend the reach of your awareness efforts and yarn bombing initiative. Consider sending a press release to local or national media, or reaching out to nearby radio stations. Or, you may want to distribute a media alert and invite local media to your yarn bombing installation day. If you secure media, please share this with DbI ComCom via social media. We would love to see and share the reach of our combined efforts across the globe!



Other Awareness Building Considerations:

There are many ways to celebrate deafblind awareness month/week/day. Here are some activities to consider in addition to yarn bombing:

- Requesting town or city proclamations.
- Engaging with elected officials; shedding light on deafblindness and necessary support services.

Work Plan Template:

Below is a work plan template to help your yarn bombing committee stay organized and on track in the months leading up to June 2021. Customize this to suit your group’s needs or utilize another method to coordinate your plans.

Task	Timeline	Responsibility	Notes
<p>Step 1: Make a Plan</p> <ul style="list-style-type: none"> ➤ Coordinate your yarn bombing committee. ➤ Determine when you will start. ➤ Who is doing what? And by when? ➤ Set regular meetings. 	January 2021		
<p>Step 2: Choose your Location</p> <ul style="list-style-type: none"> ➤ Determine where and what object(s) you are going to yarn bomb. ➤ Set your installation date. 	January 2021		

<ul style="list-style-type: none"> ➤ Obtain permit or permission by your region. 	January - March 2021		
<p>Step 3: Materials and Prep</p> <ul style="list-style-type: none"> ➤ Determine who/where is housing the yarn squares until June 2021. ➤ Determine the number of squares you will need at the minimum. Measure your object(s) and consider your approach. ➤ Obtain yarn via sponsorship, from local craft stores, from members of your community, or ask participants to utilize their own supplies. 	<p>January - February 2021</p> <p>January 2021</p> <p>January 2021</p> <p>January - February 2021</p>		
<p>Step 4: Get Knitting!</p> <ul style="list-style-type: none"> ➤ Encourage participants to knit or crochet their individual squares. ➤ Set a deadline to submit squares. 	<p>February - Mid-May 2021</p> <p>Suggested deadline: May 14, 2021</p>		

<ul style="list-style-type: none"> ➤ Communication/encouragement; consider frequency. ➤ Consider hosting ‘knit nights’ (virtual or in person). ➤ Encourage fun! 			
<p>Step 5: Signage</p> <ul style="list-style-type: none"> ➤ Determine and create signage or method of tagging your yarn bombing project. 	April 2021		
<p>Step 6: Installation Day and Lead Up</p> <p>In advance of your installation day, consider:</p> <ul style="list-style-type: none"> ➤ Who will be installing? ➤ What do you need? Prepare your installation kit. ➤ How will you promote your installation day? ➤ Will you host an event? ➤ Consider inviting local media. ➤ Designate your social media ‘champion’. 	<p>May - June 2021</p> <p>Early May 2021</p>		

<p>On your installation day:</p> <ul style="list-style-type: none"> ➤ Tag DbI in your social media posts. ➤ Take many photos and videos for later use. ➤ Share your imagery and videos with DbI. 	<p>June 2021</p>		
<p>Step 7: Takedown & Wrap Up</p> <ul style="list-style-type: none"> ➤ Remove your work. ➤ Save squares for future yarn bombing projects. ➤ Evaluate 	<p>July 2021</p>		
<p>Communications & Promotion:</p> <ul style="list-style-type: none"> ➤ Social Media. ➤ Visual Materials. ➤ External Communications and Key Messaging. ➤ Internal Communications. ➤ Other Awareness Building Considerations. 	<p>January - July 2021</p>		

Thank you for participating in this global movement! Together our awareness efforts are a united and stronger voice.

