



Deafblind
International **DbI**

YARN BOMBING 2023 GUIDE

#DbIYarnBombing2023





Contents

Introduction:	2
Why Yarn Bombing?	2
COVID-19 and Yarn Bombing:	3
In this Guide:	3
Step 1: Make Your Plan (Winter 2022-2023)	3
Step 2: Choose Your Location (January 2023)	4
Permits and Regulations (January - March 2023):	4
Step 3: Materials and Prep (January - February 2023)	4
Step 4: Get Creative! (February - Mid-May 2023)	5
Step 5: Signage (April 2023)	5
Step 6: Installation Day and Lead Up (May - June 2023)	6
Step 7: Takedown & Wrap Up (July 2023)	6
Communication & Promotion:	7
Social Media:	7
Visual Materials:	12
Media Templates:	13
Other Awareness Building Considerations:	16
Work Plan Template:	16

Introduction:

We invite you to join us again in June 2023 for a movement that will build awareness about deafblindness on a global scale.

Last year, over 70 installations were created in DbI's third yarn bombing initiative, leaving colourful, tactile displays on trees, built landscapes, houses and community spaces around the world!



Yarn Bombing in Germany

Yarn bombing, which is sometimes known as 'knitfiti', is 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 to yarn bomb objects in as many cities and countries as possible in June, 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?

In 2021 and 2022, yarn bombing raised awareness about deafblindness worldwide through media coverage, social media promotion, and by captivating bystanders in participating countries, cities, and regions.



We aim to build on the success of previous years and build a larger yarn bombing movement in 2023 with a goal of 100 installations worldwide! Increasing awareness and knowledge of deafblindness as a unique disability and to influence for appropriate services for people who are deafblind around the world.

Let's connect through this exciting, fun, and creative largescale tactile art project.

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 Guide:

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 Your Plan (January 2023)

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

- If you participated in previous years, consider what worked and what did not.
- Who are you working with? Will your project include groups from other cities or nearby countries? Form your yarn bombing committee or working group.
- 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 15) to ensure that you stay on track.
- Consider and set regular meetings leading up to June 2023 to monitor progress and build momentum about this initiative.

Step 2: Choose Your Location (January 2023)

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 2023. Choose a date that has meaning to your group or when your country celebrates deafblind awareness; is it throughout the entire month, during a week, or a particular day.

Permits and Regulations (January - March 2023):

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 2023)

You may have leftover knit or crochet squares from your projects in 2021 and 2022. If not, we recommend creating squares that are 20cm x 20cm, OR pom poms, wrapping with yarn, etc. Be creative! The amount of squares/pom poms/yarn you need will be determined by the size of the object(s) 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 can



be mobilized to knit squares on your behalf. Or, request that each person that submits a knit or crochet square provide their own yarn for their part of the project.

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 your submission deadline.

Step 4: Get Creative! (February - Mid-May 2023)

For groups that require additional squares, 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 your installation day in June.

Step 5: Signage (April 2023)

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 connecting with the general public and building awareness 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
- Retractable banner
- Vinyl banner



You may also want to consider including the project hashtag **#DbIYarnBombing2023** in your official language(s) on your signage.

Step 6: Installation Day and Lead Up (May - June 2023)

In advance of your installation day, consider the following (May 2023):

- 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 and dignitaries to your installation day. Prepare a media alert, media kit, and media release (templates on pages 14-15).
- Designate someone social media savvy to post and “go live” frequently on your channels throughout installation day.

On your installation day:

- **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 2023)

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. 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 email 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 July 2023 with a survey to ensure a consistent evaluation.

Communication & Promotion:

In the lead up to June, 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 2023 yarn bombing movement.

Social Media:

Please be sure to follow DbI’s social media channels:

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

Twitter: [@DBI_connect](https://twitter.com/DBI_connect)

Instagram: @deafblindinternational

Hashtag: #DbIYarnBombing2023

*Please translate the above hashtag 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 (‘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 2023 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)	Suggested Post Frequency	Notes
January 2023	<ul style="list-style-type: none">➤ Remind external audiences about last year's yarn bombing initiative and success.➤ 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	Twitter: 2x per week Facebook: 1x per week Instagram: 1x per week *Consider live posts on Facebook and Instagram for requests for yarn.	You can repeat messaging throughout the month. Please share posts from the DbI social media channels. Use the single hashtag #DbIYarnBombing2023

	and get ready to participate.		
February 2023	<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/pom poms/etc. Ask them to share their progress (be sure to re-share these examples). ➤ Post about your deadline for submissions. 	<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. Please share posts from the DbI social media channels.</p> <p>Use the single hashtag #DbIYarnBombing2023</p>
March 2023	<ul style="list-style-type: none"> ➤ Post about your installation date and the object(s) you selected to yarn bomb. Share history or background about the spot. ➤ Encourage your audiences to knit 	<p>Twitter: 3x per week Facebook: 1-2x per week Instagram: 1-2x per week</p> <p>*Consider live posts on Facebook and Instagram</p>	<p>Please share posts from the DbI social media channels.</p> <p>Use the single hashtag #DbIYarnBombing2023</p>

	<p>or crochet their squares/pom poms/etc. Ask them to share their progress (be sure to re-share these examples).</p> <ul style="list-style-type: none"> ➤ Post about your deadline for submissions. 	<p>stories as you receive knit or crochet pieces.</p>	
April 2023	<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. ➤ Encourage your audiences to knit or crochet pieces. Ask them to share their progress (be sure to re-share these examples). ➤ Post about your deadline for submissions and where to submit. ➤ Post about the number of countries/ regions participating in the 	<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 creations.</p>	<p>You can repeat messaging throughout the month. Please share posts from the DbI social media channels.</p> <p>Use the single hashtag #DbIYarnBombing2023</p>

	global yarn bombing initiative for deafblind awareness.		
May 2023	<ul style="list-style-type: none"> ➤ Encourage your audiences to knit or crochet their pieces before the deadline. ➤ If you know the approximate amount of knit/ crocheted pieces 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>Twitter: 5x per week, some days 2 posts/ day</p> <p>Facebook: 3x per week</p> <p>Instagram: 3x per week</p> <p>*Consider live posts on Facebook and Instagram about your installation day, final calls for squares, and submitted pieces.</p>	<p>You can repeat messaging throughout the month. Please share posts from the DbI social media channels.</p> <p>Use the single hashtag #DbIYarnBombing2023</p>
June 2023	<ul style="list-style-type: none"> ➤ Post about your installation date and the object you selected to yarn bomb. 	<p>Twitter: 5x per week, some days 2 posts/ day</p> <p>Facebook: 3-4x per week</p>	<p>You can repeat messaging throughout the month. Please share posts from</p>

	<ul style="list-style-type: none"> ➤ Post about the number of countries/ regions participating in the global yarn bombing initiative for deafblind awareness. ➤ Explain tactile art. ➤ Post on your installation day. ➤ Showcase your installation day and yarn bombed object(s). ➤ Share other group's yarn bombing projects. 	<p>Instagram: 3-4x per week</p> <p>*Consider live posts on Facebook and Instagram stories about and on your installation day, the global scale of the yarn bombing project, deafblind awareness, and your yarn bombed object(s).</p>	<p>the DbI social media channels.</p> <p>Use the single hashtag #DbIYarnBombing2023</p>
July 2023	<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. 		<p>You can repeat messaging throughout the month. Please share posts from the DbI social media channels.</p> <p>Use the single hashtag #DbIYarnBombing2023</p>

Visual Materials:

Similar to June 2021 and 2022, a series of themed images will be made available in a Google Drive for social media use. 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 pieces, or information about your installation day and community object(s) that you will be yarn bombing.

Media Templates:

Connecting 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!

Please see pages 14 and 15 for templates to be completed on your letterhead.



Media Alert Template:

Attention Assignment Desks:

Yarn Bombing – A Global Initiative for Deafblind Awareness

Location, Month, Day, 2023

What: Name of Event

Who: Name of Organization/Host

When: Date, Time

Where: Address and any additional details about the location

How: Website

Contact details including telephone number and email

-30-

Photo Opportunities:

- Name, opportunity

For more information, please contact: name, telephone number, email address.



Media Release Template:

FOR IMMEDIATE RELEASE

Headline

Subhead

Location, date

Content

-30-

Boilerplate

Associated Images

Picture(s) with cutline(s)

Website link:

Social Media links:

For more information, please contact: name, telephone number, email address.



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.
- Connecting with elected officials; shedding light on deafblindness and necessary support services.
 - Consider inviting local politicians to your installation day. Connect with k.madho@deafblindontario.com for support.

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 2023. Customize this to suit your group's needs or utilize another method to coordinate your plans.

Task	Timeline	Responsibility	Notes
Step 1: Make Your Plan <ul style="list-style-type: none">➤ Did you participate last year? What worked well/ what didn't?➤ Coordinate your yarn bombing committee.➤ Determine when you will start.➤ Who is doing what? And by when?➤ Set regular meetings.➤ Post on social media.	January 2023		



Deafblind
International **DbI**

<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. ➤ Obtain permit or permission by your region. ➤ Post on social media. 	<p>January 2023</p> <p>January - March 2023</p>		
<p align="center">Register your yarn bombing project by filling out and submitting the Information Form prior to February 28, 2023.</p>			
<p>Step 3: Materials and Prep</p> <ul style="list-style-type: none"> ➤ Do you have enough pieces or do you need more? How many at the minimum? ➤ Determine who/where is housing the yarn pieces until June. ➤ Measure your object(s) and consider your approach. ➤ Obtain yarn via sponsorship, from local craft stores, from 	<p>January - February 2023</p>		

<p>members of your community, or ask participants to utilize their own supplies.</p> <ul style="list-style-type: none"> ➤ Post on social media. 			
<p>Step 4: Get Creative!</p> <ul style="list-style-type: none"> ➤ Encourage participants to knit or crochet their individual creations. ➤ Set a deadline to submit squares. ➤ Communication/encouragement; consider frequency. ➤ Consider hosting ‘knit nights’ (virtual or in person). ➤ Encourage fun! ➤ Post on social media. 	<p>February - Mid-May 2023</p>		
<p>Step 5: Signage</p> <ul style="list-style-type: none"> ➤ Determine and create signage or method of tagging your yarn bombing project. ➤ Post on social media. 	<p>April 2023</p>		

<p>Step 6: Installation Day and Lead Up 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>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>May - June 2023</p> <p>Early May 2023</p> <p>June 2023</p>		
<p>Step 7: Takedown & Wrap Up</p>	<p>July 2023</p>		

<ul style="list-style-type: none"> ➤ Remove your work. ➤ Save yarn pieces for future yarn bombing projects. ➤ Evaluate 			
<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. 	January - July 2023		



**Thank you for participating in this
year's Yarn Bombing! Connecting the
world one stitch at a time.**