



So, you want to start a babywearing playgroup? This worksheet will help you create a plan for creating a successful meeting that is in line with your vision. Like it? Please share it with others!

STEP ONE: WHAT IS YOUR VISION?

1. What do you envision your group's PRIMARY purpose to be?
 - Connect with other babywearers for general parenting conversation
 - Discuss your love of collecting carriers
 - Teach babywearing to new parents/new babywearers

2. Who would you PRIMARILY like to be in attendance at your meetings?
 - Primarily people you already know
 - People who already carry their babies/collect baby carriers
 - People who are new to babywearing and hope to learn more about carrying their children.

4. How often would you like to meet?
 - Weekly
 - Biweekly
 - Monthly
 - Quarterly

5. List three places you think would be perfect to hold your meetings.

Location name: _____ Contact information: _____

Location name: _____ Contact information: _____

Location name: _____ Contact information: _____

6. A successful meeting will probably require a budget. The budget may cover payment for a meeting space, the cost of obtaining a sling library if you wish to, or hosting events with your group. How do you plan to raise funds for your group?

- Charge to attend meetings
- Request donations at meetings or from members generally
- Membership fee/dues
- Pay out of your own pocket
- Operate exclusively using donated carriers and free/donated meeting space



Gypsy Mama, LLC
PO Box 382
Berwick, ME 03901

info@gypsymama.com

STEP 2: WHAT IS YOUR BUDGET?

MEETING BUDGET

LOW

HIGH

Anticipated cost for meeting place:

Anticipated cost for insurance:

Anticipated cost for food/snacks:

Anticipated cost for posters/printing

Anticipated cost for other marketing:

TOTALS:

STARTUP LENDING LIBRARY BUDGET

SSCs

MEI TAIS

RING SLINGS

POUCHES

WRAPS

TOTALS:

Live life in motion.

WRAPSODYBABY.COM



Gypsy Mama, LLC
PO Box 382
Berwick, ME 03901

info@gypsymama.com

STEP 3: LEADERSHIP PLAN

1. Will your group formally incorporate, either as a 501c3 (nonprofit), as an official Babywearing International group, or as a subset of an existing local group such as La Leche League (running enrichment meetings) or API, etc?

2. Will your group have a formal leader? Who will decide when/where meetings are? If there is a lending library, who will manage it? Who will “own” your group, setting any agendas, attending all meetings, managing funds, etc?

3. Will your meetings have an agenda? The answer to this question will depend on the purpose of your group. For instance, if your goal is an unstructured playgroup with other parents who use baby carriers, there may not be an agenda. Or, you may wish to start the meeting with a formal agenda for new babywearers and then follow it with an unstructured time to share personal carrier collections.

How do you envision the format of your meetings? Who will set the tone/structure for the meetings?

4. Inevitably, people fall ill, go on vacation, or have family emergencies. Should the leadership be unable to attend meetings for either a single meeting or over a longer period of time, what is the contingency plan?

Live life in motion.

WRAPSODYBABY.COM



Gypsy Mama, LLC
PO Box 382
Berwick, ME 03901

info@gypsymama.com

STEP 4: PLANNING YOUR LENDING LIBRARY (1 of 2)

Many successful babywearing groups host a lending library. This library may be something only available during meetings, or you may choose to allow members to borrow or rent carriers on a short-term basis. If your group will host a lending library, take some time to work with this funsheet.

1. What does your realistically ideal startup sling library look like? List the number of carriers you would like to include from each category. Also list brands and any relevant info, such as pricing, possible discounts from manufacturers or local retailers, or potential donations from members.

Soft Structured Carriers: _____

Mei Tais: _____

Rings Slings and Pouches: _____

Wraparound Carriers: _____

Others: _____

2. What do you envision your rental policy to be? _____

3. What will be your policy for lost/damaged/late carriers? _____

Live life in motion.

WRAPSODYBABY.COM



Gypsy Mama, LLC
PO Box 382
Berwick, ME 03901

info@gypsymama.com

STEP 4: PLANNING YOUR LENDING LIBRARY (2 of 2)

4. Where/how will you store and clean your library? Who will be responsible for managing it? _____

5. Will your lending library require insurance? What kind? Details? _____

6. Will there be any charges for use of the library by members? How much/on what basis? _____

7. List any other factors you think you should consider. _____

Live life in motion.

WRAPSODYBABY.COM



Gypsy Mama, LLC
PO Box 382
Berwick, ME 03901

info@gypsymama.com

STEP 5: MARKETING AND COMMUNICATION

1. How will your group communicate with current and potential members? Will you use a Facebook page or group? Have a website? A newsletter? Snail mail? _____

2. The best way to spread the word about your group is to reach out to moms/dads where they are. Where will you find your ideal members? On a separate sheet of paper or a spreadsheet, make a list of:

- Local parenting groups that already exists, such as Mothers of Multiples or LLL
- Natural health centers, such as chiropractors, naturopaths, or vitamin shoppes
- Obstetricians', midwives', pediatricians', lactation counselors', and doulas' offices
- Coffee houses or similar shops moms may frequent
- Places mothers may take classes, such as hospitals and birthing centers
- Churches
- Daycares
- Etc.

Your list should look something like this:

LOCAL GROUPS

[Group name]	[Contact information]	[Address]
--------------	-----------------------	-----------

3. Add a fourth column to your list: "Marketing method." How will you share information about your group at this location? Will you send a letter, and email, or hang a poster? AND, if you send a letter or email, what, SPECIFICALLY, will you ask? Will you ask the pediatrician's office to hang your poster in their waiting area? Will you ask the local breastfeeding group to share a Facebook post about your meetings, or to include information about your group in their newsletter?

4. Create your flyers, write your emails, and send your letters. Check off each contact you make.

5. You will need to market your group consistently through the above methods and/or through other methods such as setting up a table at local fairs. Put a star beside contacts who can provide you ongoing marketing, and periodically provide them with updated information, flyers, or brochures about your group.

6. Don't forget to add your group to directories at websites such as thebabywearer.com. Also, please submit your group information to Wrapsody's directory of babywearing groups using our contact form at wrapsodybaby.com! Also, Wrapsody would LOVE to host an article about your group on our blog, so if you're interested in writing an article for us to share, drop us an email! Your experience will help spread the babywearing love around the globe.

Live life in motion.

WRAPSODYBABY.COM



Gypsy Mama, LLC
PO Box 382
Berwick, ME 03901

info@gypsymama.com

Live life in motion.

WRAPSODYBABY.COM
