



Start a Kids Craft Club

Your Beginner's
Roadmap to
Running
Creative Clubs
for Children





♥♥ Hello!

If you've ever thought about running a children's craft club, you're in the right place.

Over the years I've run holiday clubs, workshops, after-school sessions and creative activities for hundreds of children. I've learnt what works, what doesn't, and the mistakes that are best avoided!

This guide will help you understand the different ways you can run a craft club, what you'll need to get started, and whether it's the right opportunity for you.

You don't need an expensive franchise, a huge budget or years of experience. You simply need a love of creativity, a willingness to learn, and a desire to make a difference in children's lives.

Let's get started.

Love Lynn xx



Why Kids' Craft Clubs Are Needed More Than Ever

Children today spend more time than ever on screens.

Parents are actively looking for activities that encourage:

- Creativity
- Imagination
- Confidence
- Social skills
- Screen-free fun

Craft clubs provide all of these things while giving you the opportunity to create a flexible income around your lifestyle.

Whether you want a small after-school club, weekend workshops or larger holiday clubs, there are many ways to build a successful creative business.



Five Ways to Run a Kids' Craft Club

1. After-School Clubs

These are usually held in schools immediately after the school day finishes.

Benefits:

- Regular weekly income
- Access to children already on site
- No need to find your own customers
- Can fit around family life

Things to consider:

- School policies
- DBS requirements
- Session planning
- Limited time slots





2. Holiday Clubs

Holiday clubs run during school holidays and often attract larger numbers.

Benefits:

- Higher earning potential
- Opportunity for themed days
- Children attend for longer periods

Things to consider:

- Venue hire
- Staffing
- Insurance
- Marketing

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3. Weekend Workshops

These are short sessions focusing on a particular craft or theme.

Benefits:

- Easy to organise
- Great for testing ideas
- Lower commitment

Things to consider:

- Venue costs
- Seasonal demand
- Pricing





4. Community Groups

Community centres, churches and local venues often welcome creative activities for children.

Benefits:

- Low start-up costs
- Strong community feel
- Opportunity to build local reputation

Things to consider:

- Venue availability
 - Promotion
- Session planning





5. School Enrichment Activities

Many schools look for creative providers to support enrichment programmes and special events.

Benefits:

- Professional partnerships
 - Repeat bookings
 - Larger groups

Things to consider:

- School budgets
- Safeguarding requirements
 - Organisation





What You'll Need Before You Start

Before launching your first club, make sure you've thought about:

- ✓ A suitable venue
- ✓ Public liability insurance
- ✓ DBS checks where required
- ✓ Age-appropriate activities
- ✓ Basic craft supplies
- ✓ Parent registration forms
- ✓ Emergency contact information
- ✓ Marketing and promotion
- ✓ A simple booking system

Don't worry if that feels like a lot. Every successful club owner started exactly where you are now.



The 5 Biggest Mistakes New Club Owners Make

1. Under Charging

Many new club owners underprice their sessions because they worry people won't book.

Remember: parents aren't just paying for craft materials. They're paying for your planning, preparation, experience and organisation.

2. Trying to Cater for Every Age Group

A session that works for a five-year-old often won't work for a ten-year-old.

Choose a clear age range and plan accordingly.



3. Overcomplicating Activities

Simple activities often create the best results. Children want to enjoy the process, not spend hours following complicated instructions.

4. Buying Too Much Equipment

Start small.

It's tempting to buy every craft supply you see, but many successful clubs begin with basic materials and grow over time.

5. Not Collecting Parent Contact Details

Your email list is one of the most valuable assets in your business.

Stay in touch with families and make it easy for them to hear about future clubs and events.



Could This Work For You?

Ask yourself:

- ✓ Do I enjoy working with children?
- ✓ Am I creative?
- ✓ Do I enjoy planning activities?
- ✓ Would I like a flexible income?
- ✓ Do I enjoy helping others learn and create?

If you've answered yes to most of these questions, running a kids' craft club could be a fantastic opportunity.





Ready for the Next Step?

Congratulations on taking your first step towards creating your own kids' craft club!

I hope this guide has shown you that starting a children's craft club doesn't need to be complicated, expensive or overwhelming.

Whether you're dreaming of after-school clubs, holiday workshops or creative community sessions, there are lots of exciting opportunities ahead.

■ The Complete Start a Kids Craft Club Guide

If you'd like a step-by-step guide to launching your own club, my Complete Guide will walk you through everything you need to know, including:

- Choosing the right type of club
- The legal requirements made simple
- Planning sessions and activities
- Pricing your clubs with confidence
 - Finding your first customers
- Running your first successful club
- A practical 30-day launch plan

👉 Find out more here:

**The Complete Start a Kids
Craft Club Guide**