

Guild of Vermont Furniture Makers

Dorset, VT



The Guild of Vermont Furniture Makers is an association of master level furniture makers dedicated to the promotion of quality craftsmanship, excellence in design, and the pursuit of artistic vision. Our goal is to increase public awareness and appreciation of this time honored art, thereby expanding the market for handcrafted furniture and promoting the common interests of furniture makers in Vermont.



The Guild seeks to implement a comprehensive marketing plan composed of the following elements: (1) convert our website to industry-standard Wordpress for simpler and more nimble management, and optimize that site for search engines and Google Adwords; (2) finance and manage a Google Adwords campaign; (3) hire a PR firm to write and distribute articles on web-based, social, and print media; and, (4) redesign and reprint our brochure to be a more versatile marketing tool.

Total Working Lands Grant—\$10,000.00

Total Match provided by the Guild of VT Furniture Makers —\$4,500.00