



September 9, 2014,

Contact: Scarecrow Project Coordinator: rozlynstarr@gmail.com or (774) 364-3352

### Scarecrow Overview

*The Scarecrow Project* is a collaborative effort bringing the Mohawk Trail a sense of spirit during the fall foliage season. Anyone can design and build a scarecrow. Imagine hundreds of scarecrows dotted along the Mohawk Trail and business centers for travelers to enjoy and discover during the *weekend of October 17th – October 19<sup>th</sup>*.

Joining this project is a wonderful way to get involved with a community based effort sponsored by the **Greater Shelburne Falls Area Business Association, North Quabbin Visitors Bureau, North Adams Visitors Center, Williamstown Chamber of Commerce, Mohawk Trail Association, and the Franklin County CDC.** Towns from Athol to Williamstown will be participating, meaning the more people who get involved to build scarecrows the more vibrant the weekend will be driving the trail.

Are you/ your business or organization interested in building a scarecrow? If so, below are the requirements and suggestions for building a scarecrow. If you would like assistance, we can notify you of where scarecrow making workshops will be held. All you need to do is complete the form below and return it!

We are also reaching out to local organizations and businesses to take advantage of a great cross promotional opportunity where businesses and restaurants will offer a special item, service or meal for \$19.14 during the promotional time period. Visitors will be encouraged to 'Explore the Trail', 'Dine the Trail,' and 'Shop the Trail', for its anniversary.

### Scarecrow Details

- Scarecrows should stand between 4-6 feet high, with a width of no more than 4 feet
- We want you to be creative so don't be afraid to show us your artsy side
- In their final state, scarecrows should be wind and water proof sturdy to hold up all weekend
- ALL scarecrows must be registered by completing the form below so that they can be included in the promotional materials
- Materials to be provided by the participants & installation of the scarecrows will be organized by the Mohawk Trail collaboration

### Tips on Making a Scarecrow

#### **The frame:**

- Pieces of scrap wood, sturdy sticks, old broom and rake handles
- String, gardening twine, or nails and hammer.

#### **The head and face:**

- Old pair of stockings, old pillow case or calico bag
- Acrylic paint or waterproof markers.
- Stuffing extra: Straw or hay

#### **Hands and feet:**

- Socks, old stockings/tights or gloves
- Straw or bunches of lavender, or soft toy filling or newspapers

#### **Clothes:**

- Clothes and shoes that you can spare from your wardrobe or visit thrift shops

**Hair:**• Wig, raffia, straw, wool or bunches of lavender



### Tips on Making a Scarecrow (cont.)

#### **Headwear:**

- Hats, caps, beanies, scarves, ribbons or tiaras

#### **Accessories:**

- Extra glasses, scarves, hand bag, jewelry, imitation flowers
- Gardening tools extra old wheelbarrow (plant this with flowers, vegetables or herbs), old broom, rake or spade

#### **Extra Extra Items You May Need:**

- String, Heavy Tape and Safety Pins

### Putting your Scarecrow Together

1. Attach the shorter wooden or bamboo stake (arms) to the tall stake or broom or rake handle either by tying with string or nailing them together.
2. Attach the shortest stake about halfway down the tall stake/handle to form the waist/hips either by tying with string or nailing it on.
3. Dress the scarecrow as desired.
4. If you want to stuff the arms, legs and body, tie off the ends on the sleeves or pants and stuff them with the stuffing of choice. Attach the waist of skirts/pants/trousers to the waist/hips with string, tape or staples. To stop the filling falling out at the bottom of the top, either pin the bottom of the top to the pants/trousers, or tuck the bottom of the top into the top of the pants/trousers and use a belt or string in the belt keepers to attach them.
5. For the hands or feet fill the socks, gloves or feet of the old stockings with straw, soft toy filling, old stockings or torn up newspaper. If making feet, attach the feet to the bottom of the pants using safety pins or sew them. Attach the hands to arms by pushing the hands onto the stake and tying them on with string or taping them on with heavy tape. If using straw or lavender for the feet or hands push this into the ends of the arms and legs of the clothes and allow it to stick out. To stop it falling out tie some string, twine or ribbon (or whatever suits the theme of your scarecrow) around the end of the sleeve.
6. To make the head either fill the pillow case with stuffing of choice, or cut one leg from the tights or stockings and stuff with filling of choice to make a round shape. Tie the end of the pillowcase or stocking/tights off with string. Draw or paint a face on the head and allow to dry.
7. Tie or tape the head onto the top of the stake.
8. Put wig on top of head or attach straw or lavender stems or wool by taping, sewing or tying it onto the head or inside the hat and place the hat on the head.
9. Decide where the scarecrow is going to stand and push the bottom of the long stake or broom/rake handle into the ground or attach the scarecrow to another stake driven into the ground.

### Other ideas for Scarecrows:

#### **Be creative and showcase your organization, business, upcoming event or personal interests**

- Use a straw broom upside down for the body so the straw becomes the head. The face can be painted on or the eyes and nose made from thin plywood or polystyrene and painted, and then glued or tied onto the straw.
- Use a mop upside down in a similar way as the straw broom.
- Scarecrows can be made in different sizes to make a family of scarecrows and use children's clothes to dress them.
- Scarecrow Examples: Horsey, Fireman, Burlap Bag, Fairy Godmother, Golfing, Family, or Wedding Party.



## Scarecrow Project – Registration Form

**PLEASE RETURN BY SEPTEMBER 19, 2014**

**Be a part of this exciting anniversary and opportunity!**

*Please email registration forms to: [rozlynstarr@gmail.com](mailto:rozlynstarr@gmail.com) or mail to  
Rozlyn Cummings, Scarecrow Project FCCDC, 324 Wells St, Greenfield, 01301*

Name of Individual / Business / Organization: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

Mailing Address (if different): \_\_\_\_\_

Telephone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Web Address (if applicable): \_\_\_\_\_

Hours of Operation (if applicable): \_\_\_\_\_

Social Media Participation:  Facebook  Twitter  FourSquare  Yelp  Other

**Please describe your business in 16 words or less:**

\_\_\_\_\_  
\_\_\_\_\_

**Please check below what applies?**

- I would like to submit a Scarecrow  
 I would like to participate in a workshop  
 I would like to **HOST** a workshop  
 Other (please indicate) \_\_\_\_\_

*I would like more information on the 19.14 project* YES \_\_\_\_\_ NO \_\_\_\_\_

**Questions? Feel free to contact [rozlynstarr@gmail.com](mailto:rozlynstarr@gmail.com)**

**or GSFABA at [info@shelburnefalls.com](mailto:info@shelburnefalls.com) or (413)625-2526**