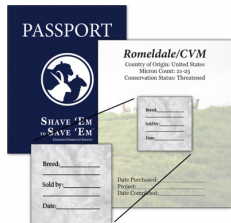


# HOW IT WORKS



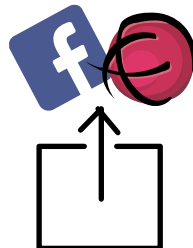
Fiber Artists  
enroll in SE2SE at  
Rarewool.org.

Purchase 4+ oz.  
of fiber from an  
enrolled Fiber  
Provider.



Make a project,  
place a stamp in  
your passport.

Share photos on the  
SE2SE Facebook or  
Ravelry group and  
email to SE2SE@  
livestockconservancy.  
org. Receive prizes for  
your participation!



Discover a new  
favorite breed.  
Invite friends  
to join the fun.  
Continue crafting  
for a cause.

# RAREWOOL.ORG

Follow Us on Social



Facebook Ravelry YouTube Teachable

“In my experience, when hand spinners and knitters joined the SE2SE program they showed amazing enthusiasm as they experienced new fibers. They discovered new items to make and exploded with creative ideas. I love the SE2SE Facebook page and find it amazing and inspiring. ~ Ellen Baize”



SHAVE 'EM  
TO SAVE 'EM  
A LIVESTOCK CONSERVANCY INITIATIVE

The Livestock Conservancy  
PO Box 477, 33 Hillsboro St.  
Pittsboro, NC 27312  
(919)-542-5704

[www.livestockconservancy.org](http://www.livestockconservancy.org)

The Livestock Conservancy is a nonprofit, tax-exempt charitable organization under Section 501(c)(3) of the Internal Revenue Code. Donations are tax-deductible as allowed by law. ID# 03 0270 281.

*Cover photo of Navajo-Churro sheep by Nikyle Begay.*



SHAVE 'EM  
TO SAVE 'EM  
A LIVESTOCK CONSERVANCY INITIATIVE



## SHEPHERDS

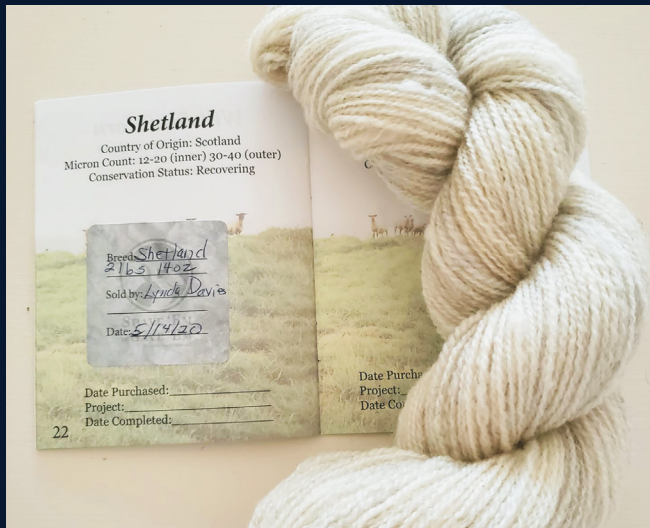
Want to increase your wool sales? Raising rare breeds listed on The Livestock Conservancy's Conservation Priority List (found at [Rarewool.org](http://Rarewool.org))? Connect to our network of Fiber Artists and wool resellers by enrolling in the Shave 'Em to Save 'Em Initiative. List your rare breeds and fiber products in The Livestock Conservancy's online Breeders Directory. Sell or advertise in the dedicated SE2SE Facebook and Ravelry groups.

“Without SE2SE I would be another farm using my wool for mulch. Now I count on selling my fiber directly to my customers. ~ Lucienne Brown”

### HOW TO SELL MORE WOOL

1. Become a member of The Livestock Conservancy at [livestockconservancy.org](http://livestockconservancy.org)
2. Enroll in the SE2SE Initiative at [Rarewool.org](http://Rarewool.org)
3. Sell 4+ oz. of fiber to enrolled artists.
4. Ship fiber and official Passport sticker.
5. Use the SE2SE logo in your advertising and on your website.
6. Share SE2SE brochures at fiber events.
7. Sell more fiber!

*Photo of Shetland sheep courtesy of Ellen Baize.*



## + ARTISTS

Looking for new creative challenges? Join thousands of Fiber Artists in the Shave 'Em to Save 'Em Initiative learning to spin, knit, crochet, weave, or felt with wool from endangered sheep breeds.

### PROGRAM DETAILS

**Passport cost:** \$20

**Goal:** Explore and experiment with wool and hair from 15 endangered breeds. Craft your way to prizes, making projects with 4 oz. or more of heritage fiber. All fiber crafts qualify. No deadline.

**Crafting for a Cause:** Purchasing fiber from rare breed shepherds gives sheep a job and supports endangered sheep conservation. More fiber sold equals more sheep saved.

“I've been surprised by some of the wools ... like Karakul. I bought roving and it spun so effortlessly ... I needed to buy more to go with it to weave into a rug. I don't think I would have delved into the world of wool this way without SE2SE. ~ Katherine Manfre”

*Photo of Shetland yarn and Passport courtesy of Amy Schemidt.*



## = COMMUNITY

Looking for a community of fiber fanatics? Join the Shave 'Em to Save 'Em online community.

**Facebook/Ravelry Groups** - Share photos, patterns, ideas, techniques, and advice with other Fiber Artists. Find fiber for projects from official Fiber Providers and learn more about the sheep and shepherds behind the wool and hair.

**Wooly Wednesdays** - Monthly live chats on Facebook and YouTube discussing all things fiber! Bring your questions and discuss tools, techniques, books, etc. with authors, teachers, artists, producers, and other industry experts.

**Fiber Challenges** - Get inspired, sharpen your skills, create new projects, and interact with fellow artists during optional mini challenges led by fiber educators and authors. Curious but want to learn at your own pace? Challenge yourself through an online Teachable course at [bit.ly/SE2Teachable](http://bit.ly/SE2Teachable).



*Photo of Shetland wool sweater courtesy of Eva Bevans.*