

# OOLIGAN PRESS BOOK DRIVE

HELP US COLLECT BOOKS FOR OUR NEIGHBORS IN NEED  
NOVEMBER 11TH-18TH



Help Ooligan Press support  
equal access to books!

All donations will benefit Children's Book Bank

Donate your gently-used children's books  
at our designated drop-off locations:

**BROADWAY BOOKS**

1714 NE Broadway St

OR

**ANOTHER READ THROUGH**

3932 N Mississippi Ave

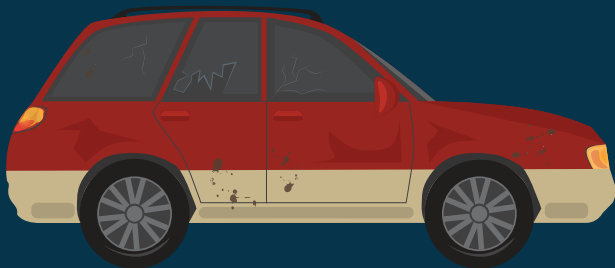
*"An enlightening teen read; its serious issues and compelling story make it impossible to forget."* — FOREWORD, STARRED REVIEW

# SLEEPING IN MY JEANS

## BOOK RELEASE PARTY!

NOVEMBER 17TH, 4PM-7PM | OREGON PUBLIC HOUSE

700 NE Dekum St, Portland, OR 97211



Raffle, Readings,  
Prizes, and Books!

JOIN US IN CELEBRATING  
OUR LATEST RELEASE!

Proceeds will benefit Food for Families  
Bring a non-perishable food item  
for an extra raffle ticket



DONATION DRIVE  
HOW-TO GUIDE

Ooligan  
PRESS | 

# SCHOOL DONATION DRIVE HOW-TO GUIDE

Thank you so much for joining Ooligan Press in our fall donation drive efforts. This planning kit will assist you in coordinating an easy and successful drive.

Donation drives organized are invaluable in helping our communities to thrive together. All goods donated from this drive will assist your local community members, and we are beyond grateful for your amazing efforts.

If you have any specific questions, be sure to contact either Ooligan Press or the local charity you are planning to work with directly.

## **Getting Started!**

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**Donation Drive Planning Kit**

**[www.ooliganpress.pdx.edu/SIMJ/donationkit](http://www.ooliganpress.pdx.edu/SIMJ/donationkit)**

# ORGANIZING THE DONATION DRIVE

## Select and Contact an Organization

We have a few different organizations available for you to choose from to get your drive efforts moving. Below is a list of organizations and a sampling of their needed supplies and contact information. This list is designed to make donating items to local charities and service agencies as easy as possible. For more information on any of the organizations listed below and a formal list of their needed supplies, please visit their website or contact them directly by phone or email.

### **Portland Homeless Family Solutions**

Portland, OR

“Portland Homeless Family Solutions empowers homeless families with children to get back into housing and to stay there long-term.”

**Donation Items:** Family clothing, hygiene items, medicine cabinet supplies, cleaning products, blankets.

Full list at: <http://www.pdxhfs.org/inkind-donations/>

**Contact:** <http://www.pdxhfs.org/contact/>

### **Oregon Food Bank**

Portland, OR

“Feed the Human Spirit”

**Donation Items:** non-perishable foods such as peanut butter, dried/canned beans, pasta, rice, whole grain cereal, cooking oil, and canned tomatoes.

**For more information:** <https://www.oregonfoodbank.org/get-involved/host-a-food-or-fund-drive/>

**Drive Registration:** <https://www.oregonfoodbank.org/get-involved/host-a-food-or-fund-drive/register-request-supplies/>

### **The Children’s Book Bank**

Portland, OR

“Closing the ‘Book Gap’ One Child at a Time”

**Donations Items:** Board books, picture books, alphabet books, books about numbers, colors, animals, shapes and words, story books, rhyming books, Dr. Seuss books, multicultural books and books in Spanish are greatly needed. Chapter books for elementary school students are also appreciated.

**Drive Information and Registration:**  
<https://www.childrensbookbank.org/book-drive-basics/>

Once you have searched through the potential agencies, you will need to contact the agency you have chosen directly. When contacting an agency, it is best to give them a description of the item(s) you are trying to donate and let them know of any time constraints you may have.

## **Select a Committee**

Donation drives are fun, but they also require a certain amount of planning in order to be successful. Gather a committee of people who want to be an integral part of your drive and assign everyone specific tasks. This may be a fun opportunity for students to get involved.

### **Some of the duties you may want to assign are as follows:**

- Chairman of the committee to oversee all details and answer all questions
- Liaison with management
- Coordinator of advertising/promotion
- Photographer
- Outside public relations/media contact
- Coordinator of donation collection boxes
- Chief of storing the donations
- Coordinator of packing and transportation to the non-profit organization

## **Set Goals**

Determine the number of donations you want to raise. Encourage people to help you meet or surpass your goals by putting up flyers and telling them the importance of your drive.

# RUNNING THE DRIVE

Depending on what your planning committee decides, you can collect your donations at one or more locations in your school. Use collection bins that have a clear marking on them at all locations, along with posters and information increasing recognition and awareness.

Encourage everyone to promote the opportunity to students, colleagues, and peers in the weeks leading up to/during the event. Have the planning committee create promotional items (signs, banners, donation box signage, etc.).

Make the supply drive event a destination! Decorate a portion of the school and/or school office to make the drop-off area exciting. If desired, work alongside us here at Ooligan to engage with members of the local media to acknowledge your donation drive.

If applicable, incorporate the drive into an existing event, especially those surrounding holiday celebrations in the spirit of giving back to our community like Thanksgiving.

Utilize social networking resources like Facebook Causes and school newsletters to raise awareness for the donation drive. Leverage social media to excite your network by sharing specific supply needs. Send the fundraising opportunity to all employees or families.

Use relatable numbers. For example: \$5 donation purchases one notebook, one packet of pencils, and two erasers.

Share the fundraising progress with your school and with Ooligan.

# TIMELINE

Every donation drive is different. Whatever form your donation drive takes, this sample timeline will help guide your collection and event planning from concept to celebration.

## **6-8 Weeks**

Identify the organization that you plan to donate to. Set up time, dates, transportation, and logistical support. Organize and secure collection centers. Start promoting the project amongst colleagues, parents, the community, and the media. Determine the next steps for each member of the planning committee (their role and time commitment, and how to manage collection of supplies).

Let us help you! We are happy to help you organize media and publicity contacts and spread the word.

## **4-6 Weeks**

Brief other staff and committee members on all aspects of the project and involve them in any further planning and preparation. Schedule a post-event meeting to ensure committee members are available to debrief and attend to follow-up tasks. Draft an agenda for the day/week of an event.

Notify your marketing & communication departments for PR/media plan. Discuss the documentation (photos, video) of the event. Recruit a volunteer photographer if possible. If needed, verify the need for a photo release form. Order signage or other collateral as needed. Plan any transportation and other logistical needs.

## **2-4 Weeks**

Address any remaining questions and concerns. Recruit volunteers. Secure attendance of any guest speakers as needed for an event's agenda. Draft or secure talking points for guest speakers during the event. Finalize task lists and make sure all committee members are comfortable with the scope of their work.

## **1-2 Weeks**

Confirm all final details. Make sure you have tables and chairs secured for all donation drop-off stations. Confirm that all materials needed will be on-site.

Pack a "project kit" to include things like:

- Signage and banners
- Pens and markers
- Tape
- Extra paper/card stock/poster board
- Flyers about the donation drive



# SAMPLE POSTER/FLYER CONTENTS

## **First Annual Coat Drive**

Help us collect coats for our neighbors in need.

All donations will be delivered to **[Organization]** on **[Date]** and will be put to good use in keeping our community members warm.

Our goal is **[Number of Coats]** to keep others warm!

**[Organization]** is in need of the following items:

Children's coats

Male Adult coats

Female Adult coats

Teenage coats

**[Organization's Logo]**

# SAMPLE NEWSLETTER ARTICLE

## Hygiene Products Needed

You can help people experiencing homelessness transition into housing.

Now through **[Date]**, we are collecting donations of hygiene products for **[Organization]**.

Your donations will help **[Organization]** meet its mission: **[Mission]**.

We are collecting donations of:

Toothpaste

Toothbrushes

Soap

Shampoo

Conditioner

Razors

Feminine hygiene products

Bring your donations to our collection boxes located at: **[Location]**.

Our donation drive coordinator is **[School Contact]** and can be reached at **[School Contact]**.

For more information on **[Organization]**, please visit their website at **[Website]** or call **[Phone Number]**.

## **SIMJ Branding/Design Concept Brief**

Title: *Sleeping in My Jeans*

Authors: Connie King Leonard

Trim Size: 5.5" x 8.5"

Genre: YA Fiction/Suspense

### **Synopsis**

Headstrong sixteen-year-old Mattie Rollins has her life all figured out: get good grades, go to college and become President of the United States. But when reality, and her mother's relationship turn violent, the tight-knit family find themselves living out of their beat-up old station wagon. Between showering at truck stops, eating peanut butter sandwiches, long days at the library and sinister strangers, Mattie is left to navigate the ins and outs of high school, while still responsible for her six-year-old sister Meg. But it isn't until Mattie's mom goes missing that her life becomes a living nightmare. Forced to grow up fast in a cold, new world, Mattie is put to the ultimate survival test to keep herself and her family together no matter the odds.

### **Original Cover Brief Notes**

#### **Main Themes:**

Homelessness, Sibling/Sister bond, Independence/Coming of age, Racial identity, Domestic violence, Danger, Social fears of exclusion

#### **Key Visual Elements:**

Cityscape/Eugene Library, Two small figures / the girls from the back, "Ruby", Mattie's hair, Peanut butter sandwiches, Burgers, Chocolate chip cookie, Broken windows on car, Outline of dangerous man/men, Blurred danger

#### **Minor Visual Elements:**

Sex trafficker mechanic, Pimp, Hand gripping Mattie's arm, School setting, early leave slip, Mall setting, Crown/princess related items, New/Old Jacket, Jewelry/makeup/expensive items, Officer knocking on car window, School locker/with note, Hiding/Sleeping in a recycle bin dumpster, Women's shelter, truck stop bathroom, 7-Eleven, St. Vincent's

#### **Potential Color Palette**

Pastels, sharp contrasts, colorful (but still able to convey the serious subjects of the text). Think "gritty" and "scared" but still hopeful. Dark blues and greys in the background with a few pops of color.

#### **Additional Thoughts:**

Although many of the subjects are serious, the narrative isn't exactly *that* dark and full of violence. Abstract, illustrative, focus on typography (handwritten and sans serif preferred), interaction between typography and photograph/background.

### Things we like:

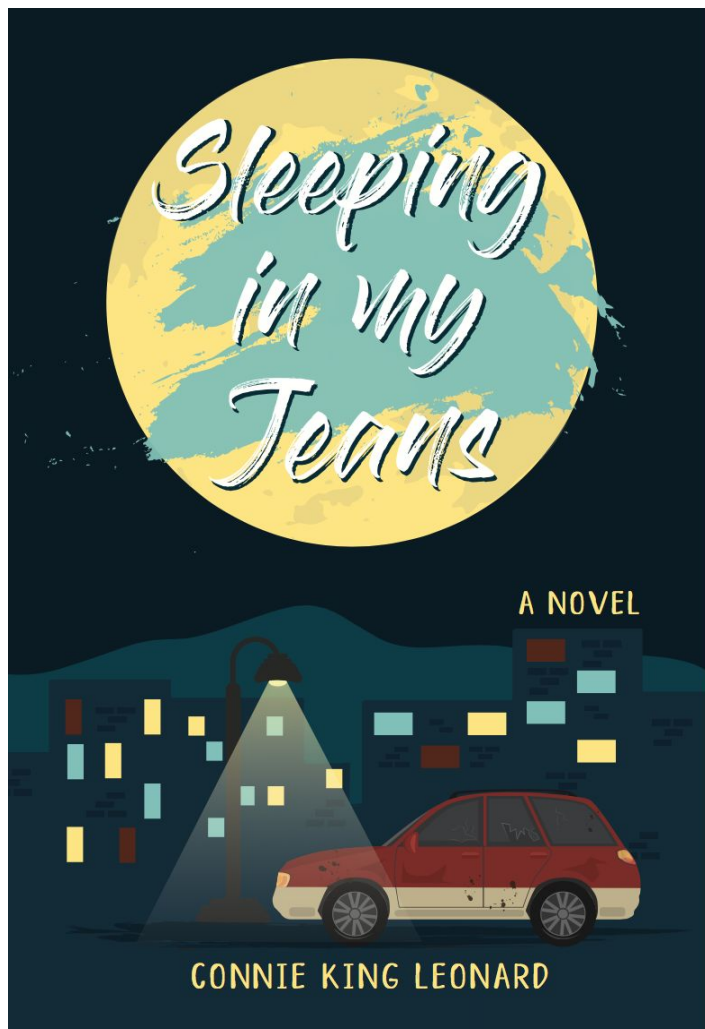
- A focus on a location: Small town / Cityscape skyline, Library, 7-Eleven, Rundown apartment, recycle bin dumpster, etc.
- Images of the two girls *must* be abstract. Faces, outline, etc.
- A close-up of a significant object from the story: Jacket, "Ruby" the car, Chocolate chip cookie, Peanut butter sandwich, etc. Collage of objects possibly.

### Things to avoid:

- *Photographic* depictions of the characters, and really photographic images in general. Images that portray Mattie as homeless, dirty, broken down, etc.
- Cliched images: alleys, hunched girls in front of doors/doorways, etc.
- Gray background/everything

### Cover Design

*[Insert a JPEG of the final full cover (spine, back cover, front cover)]*



## Technical Considerations

Typeface(s): handwritten/sans serif font face

Color codes:

Original artist name: Jennifer Kimura

Ooligan logo file: <https://trello.com/c/7WWOU8BR/5-logo-files>

## Themes & Motifs

- Homelessness
- Sibling/Family relationships
- Danger/Domestic Violence
- Coming of age/Independence
  - Racial Identity
  - Fears of social exclusion

## Branded Content Specifications

- Utilize the color-codes listed in the technical considerations when applying text, text bubbles, filters, etc. to visual artifacts and collateral
- Utilize the front cover font
- Include the Ooligan hook logo on all digital artifacts for social media
- Imagery that reflects the cover art

It is important to consider the full story we wish to convey from our Awareness Campaign content all the way through to Launch and Sustaining phases. How can we build connections between early content and later content and monitor consistency between our collateral and digital artifacts? These items should work in sync with each other and always be somewhat self-referential.

It is also important to capture the spirit of the cover—our most prominent natural branding tool—and to create collateral and digital artifacts that fit naturally with the cover.

## Developing Branded Digital Artifacts & Collateral

*[Describe specific phrases of the campaign for which your team/design floaters will design collateral. See [this excellent sample](#).]*

Awareness Campaign:

- Visual Quotes: Designed imagery of locations, characters and/or objects (such as “Ruby”, cookies, broken glass) used throughout *Sleeping in My Jeans* as backdrops to captivating quotes from the text
- Visual Facts: Focus on thematic messages of the book. Use homelessness statistics, minimum wage, affordable housing, domestic violence and poverty facts. Use facts against designed backgrounds.

- Develop a small pool of potential artifacts utilizing the aesthetic of the cover, the cover brief, and the themes of the book
- Once 5-10 pieces/concepts have been selected, determine what quotes will be used for each piece

#### Pre-Order/Launch Campaign: Book Bento

- Arrangements of books and objects that are found physically or thematically in the book
- Book bentos are artistic images that can be a collection of objects and artifacts that are intended to bring the thematic qualities and personality of the book and it's characters to the reader. This is the perfect type of visual media to help draw in the youthful, digital leaning audience this book is targeted towards.
- Objects are related to the text either thematically or physically. Imagery can be thematic: impending danger, homelessness, sibling bond. Or, imagery can be physical objects in narrative: cookies, crowns, expensive jewelry, broken glass, burgers.

#### Sustaining Campaign: Related Holidays/Blurbs/Awards/

- Tie in to related holidays such as Homeless Youth Awareness Month (November), Hunger and Homelessness Week (November 11-19), National Siblings Day (April 10<sup>th</sup>), National Library Week (April 8-14), Domestic Violence Awareness Month (October).
- Samples of blurbs against designed backgrounds
- Award announcements can also be shared against cover-derived designed backgrounds.

## Inspiration

*[As with the cover design brief, insert images here that will serve to inspire the creation of visual artifacts for this title]*

*Visual Quotes: Artistic, well-designed images that match the themes and color palette*



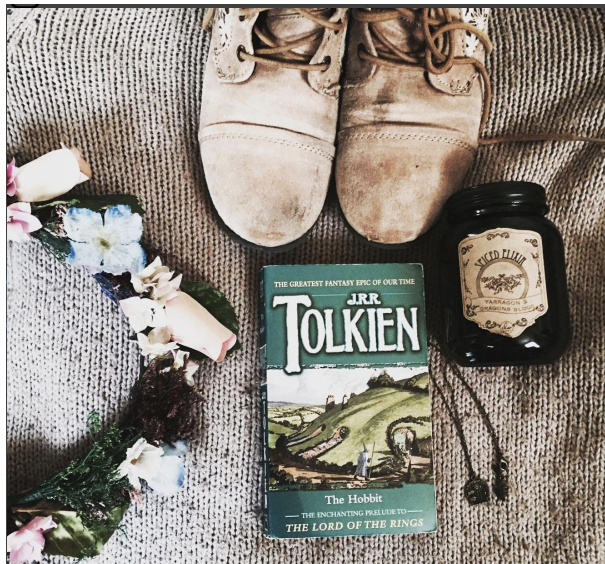
Visual Facts:



Book Bentos:







*Designed/Photo Backdrop Award Announcements and Blurbs*

