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LOCAL PRESS HOSTS BOOK DRIVE FOR LOW-INCOME YOUTH

The Portland Literary Community Responds To Homelessness Crisis With Volunteer Campaign and Book Drive Corresponding With Book Release

Portland, Ore. - Ooligan Press, a local book publisher run by PSU graduate students, will release a new young adult novel and conduct a corresponding book drive and volunteer campaign in response to the local homelessness crisis. The novel, *Sleeping in My Jeans* by Connie King Leonard, raises awareness of homelessness, class divide, struggle, and domestic abuse. This upcoming title will be released during National Homeless Youth Awareness Month on Nov. 13. Ooligan will be holding a children's book drive alongside local bookstores, Broadway Books and Another Read Through, to benefit Children's Book Bank the week of Nov. 11–18 and invites Portland residents to participate.

Low-income neighborhoods contain only one book for every 300 children. Oregon also has some of the highest counts of homeless youth of any state. Over 20,000 children are considered homeless and 59.1 percent of homeless families with children live on the street. The state's ongoing battle with economic division and an increase in citizens living in poverty is a prevalent topic in the upcoming election. Members of Ooligan Press have also been volunteering at local charities such as Oregon Food Bank, Food for Families, Children's Book Bank and more in the spirit of raising awareness about these issues in Oregon.

Sleeping in My Jeans is the fictional story of Mattie Rollins, a 16-year-old girl living in Eugene, Ore. whose world is drastically disrupted when she, her mother and younger sister become homeless after an instance of domestic violence. Their lives spin further out of control after Mattie's mother disappears without a trace. 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 cost while attempting to maintain a normal school life. The *Sleeping in My Jeans* launch event will be held on Nov. 17 from 4 p.m.–7 p.m. at Oregon Public House, the world's first non-for-profit pub, and a portion of food, beverage, and raffle ticket sales at the event will be donated to Food For Families—one of the pub's charity partners.

Ooligan Press is a nonprofit book publisher and a teaching press staffed by students pursuing master's degrees in book publishing at PSU. For more information on Ooligan Press and its books, please visit <https://ooligan.pdx.edu>.

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For more information, please contact Monique Vieu by email at monique.vieu@ooliganpress.pdx.edu or call at 541-419-4795.

Dear Margaret,

I read your review of *Girl in Pieces*, and wanted to recommend Connie King Leonard's forthcoming young adult novel *Sleeping in My Jeans* (Ooligan Press, Nov. 2018) for review consideration. YA and children's literature rarely tackles silent issues of youth homelessness, and *Sleeping in My Jeans* breaks boundaries to pursue this needed dialogue in YA communities. A gripping tale of suspense that keeps readers turning pages, *Sleeping in My Jeans* does more than just captivate audiences—it confronts issues of homelessness, poverty, and domestic abuse that so many children like Mattie face in the real world.

Sixteen-year-old Mattie Rollins has her life all figured out. She'll ace her high school classes, earn a college scholarship, and create a new life for herself and her family. But Mattie's brilliant plans begin to crumble when her family is forced to move into their beat-up station wagon, Ruby. Then, her mother mysteriously disappears.

With life against her at every turn and fewer options every day, Mattie must learn how to live—not just survive—in these circumstances while racing to discover the truth behind their mother's disappearance. Mattie will have to find the strength to keep searching for her mother and to keep her dreams alive before they both slip away forever.

Would you consider writing a review before the book publishes in November? We've included a copy of the manuscript along with this letter. *Sleeping in My Jeans* will resonate strongly with your young, socially-minded readers interested in cultivating a social dialogue and reading more about how poverty, domestic abuse, and homelessness affect modern families. Thank you so much for taking the time to consider our request.

Sincerely,
Monique Vieu
Ooligan Press
monique.vieu@ooliganpress.pdx.edu

Pub Date: November 2018
ISBN: 978-1-947845-00-8
\$16.00 US
Available through IPS

Connie King Leonard earned degrees in education from Minot State University and the University of Oregon. Her experiences witnessing the effects of teenage homelessness while teaching high school inspired her to write *Sleeping in My Jeans*. She is a member of SCBWI, and Willamette Writers. In 2008, she won the Kay Snow Award for children's writing with *Too Much Glue, Gertie*.

Dear Lisa,

As a reader of *New York Journal of Books*, I know how important it is to your blog to review thought-provoking, diverse books that resonate with young, informed readers, and I wanted to recommend Connie King Leonard's forthcoming young adult novel ***Sleeping in My Jeans*** (Ooligan Press, Nov. 2018) for review consideration. YA and children's literature rarely tackles silent issues of youth homelessness, and *Sleeping in My Jeans* breaks these boundaries to pursue this needed dialogue in YA communities by confronting issues of homelessness, poverty, and domestic abuse.

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With life against her at every turn and fewer options every day, Mattie must learn how to live—not just survive—in these circumstances while racing to discover the truth behind their mother's disappearance. Mattie will have to find the strength to keep searching for her mother and to keep her dreams alive before they both slip away forever.

Here's what people are saying about *Sleeping in My Jeans*:

"Page after page of unforgettable characters and a sobering, heartfelt look at the . . . sudden onset of childhood homelessness."

—Brenda Woods, author of *The Blossoming Universe of Violet Diamond* and *The Red Rose Box*

"*Sleeping in My Jeans* is a tender, compassionate portrayal of a family in crisis."

—Scott Nadelson, author of *Between You and Me*

"*Sleeping in My Jeans* captures the innocent, insightful lyricism of adolescence."

—Karelia Stetz-Waters, author of *Forgive Me if I've Told You This Before*

Would you consider writing a review of *Sleeping in My Jeans*? We would love for you to request a digital review copy of the book here: <https://www.edelweiss.plus/?sku=1947845004>. We know that *Sleeping in My Jeans* will resonate strongly with your diverse range of readers who are interested in multiculturalism, social issues, and suspense, which are all well-populated tags on your publication's website. Thank you for your consideration.

Sincerely,
Monique Vieu
Ooligan Press
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Our young adult titles include *The Ocean in My Ears* by Meagan Macvie, *A Series of Small Maneuvers* by Eliot Treichel, *Forgive Me if I've Told You This Before* by Karelia Stetz-Waters, and Ruth Tenzer-Feldman's *Blue Thread*, winner of the Oregon Book Award. To learn more about Ooligan Press, please visit ooligan.pdx.edu/weblog.



Hello [CONTACT NAME],

My name is Monique and am writing to you on behalf of Ooligan Press. In November, we will be releasing our latest young adult novel, *Sleeping in My Jeans*. I am reaching out to you today because I believe [COMPANY NAME] would be the perfect place to host a reading event. Not only is the book set here in Oregon but it provides an enlightening perspective on child homelessness, a poignant issue currently facing our community.

Sixteen-year-old Mattie Rollins is homeless. Stuck living in the family's beloved, beat-up station wagon with her mom and little sister, she is forced to grow up fast in a cold, new world. Spending her days struggling through high school and her nights afraid of what lurks outside the car, she still has hope for their future . . . until her mom disappears.

Stranded on the street with no money, a dying cell phone, and a frightened kid sister, Mattie must find the strength to locate her mom and bring her family back together, no matter the cost.

Here's what people are saying about *Sleeping in My Jeans*:

"*Sleeping in My Jeans* is an enlightening teen read; its serious issues and compelling story make it impossible to forget." — Foreword Magazine starred review

"This stark look at the problems of one vulnerable family drives home how difficult life can be for young people on the street." — Kirkus Reviews

"[Leonard's] first-person, present-tense narrative is compelling and vivid, and her compassionate characterization is remarkable." — Booklist

"*Sleeping in My Jeans* is a tender, compassionate portrayal of a family in crisis"
— Scott Nadelson, author of *Between You and Me*, winner of the Oregon Book Award

Sleeping in My Jeans works to give a voice to so many children who lack one, and helping to teach others empathy and encourage action, we feel that it is important to do as much as we can to spread this message and foster discourse within our community. Hosting a reading event at [COMPANY NAME] gives you the opportunity to contribute to that conversation. I would love to be able to mark my calendar for a reading at [COMPANY NAME], so please let me know when would work best. We look forward to partnering with you in this endeavor.

Thank you for your time,
Monique Vieu
Ooligan Press
monique.vieu@ooliganpress.pdx.edu

SIXTEEN-YEAR-OLD MATTIE ROLLINS IS HOMELESS.

Stuck living in the family's beloved, beat-up station wagon with her mom and little sister, she is forced to grow up fast in a cold, new world. Spending her days struggling through high school and her nights afraid of what lurks outside the car, she still has hope for their future...until her mom disappears.

Stranded on the street with no money, a dying cell phone, and a frightened kid sister, Mattie must find the strength to locate her mom and bring her family back together, no matter the cost.

In her fearless debut novel, Connie King Leonard confronts the harsh realities of teenage homelessness and raises urgent questions about what it means to live—not just survive—in circumstances beyond your control.

Advanced praise for *Sleeping in My Jeans*

"A tense, thrilling roller coaster ride of despair and hope. A gorgeous exploration of the many facets of being human."—Estelle Laure, author of *This Raging Light* and *But Then I Came Back*

"Page after page of unforgettable characters and a sobering, heartfelt look at the...sudden onset of childhood homelessness."—Brenda Woods, Coretta Scott King Honor-winning author of *The Red Rose Box*

"*Sleeping in My Jeans* captures the innocent, insightful lyricism of adolescence."—Karelia Stetz-Waters, author of *Forgive Me If I've Told You This Before*

"If you've ever wondered why people live on the street, Connie King Leonard can show you how easy it is to get there—and how difficult it can be to get back home."—D. K. Greene, author of *S is for Serial*

SLEEPING IN MY JEANS
CONNIE KING LEONARD

Young Adult \$16.00

ISBN 978-1-947845-00-8



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Ooligan
PRESS

Cover design by Jenny Kimura



SIMJ Social Media Strategy

TITLE/EVENT

Title: Sleeping in My Jeans

Author: Connie King Leonard

Date of Publication: November 13, 2018

TIMELINE

Partners/Influencers - Will you support/retweet/post/about book

- Street Roots
- National and Local organizations

Have Connie reach out.

Have her set up an author page - give her some suggestions of things to do.

Talk to Connie re: donation, also teacher guide

Book bloggers - reach out, check out Morgan's list

Set up teaching resource campaign.

CAMPAIGN:

- Awareness Phase: April
- Pre-Order Phase: Mid-summer
- Launch Phase: Start of Fall term
- Sustaining Phase: Month following pub - Dec/Jan Holiday Campaign

AUDIENCE

Who are we primarily trying to reach, and **why** will they be interested? Identify primary and secondary audiences. **This is more than a list of your two target audiences. Please explain not only who they are but also why you chose them.**

Primary Audience:

We will focus on connecting with teen and adult readers of Young Adult fiction, generating marketing content relating to the themes and motifs of SIMJ. Subsets of teen and adult readers that we will appeal to will include the following:

- Consistent brand
- Focusing on teenage girls
- YA Suspense - Primary
 - Youths are on Insta
 - Bookstagramms

- Feminism/Women who are resilient
- BLurbers POC quotes
- Reach out to Desiree
-
- Teens and Young Adults
 - Teen readers who read books featuring teenage female protagonists
 - Teens who have experienced homelessness or poverty
 - Teens who are interested in social issues
 - Teens who read books featuring strong sibling relationships
- Adult Readers of YA
 - Readers who have experienced homelessness or poverty
 - Readers who want insight into teenage experiences of homelessness
 - Readers who enjoy thrillers, suspense, and mysteries
 - Eugene/Oregon readers who are interested in a familiar setting or in the problem of homelessness locally

Secondary Audience:

- **Socially conscious**
- **Industry Professionals**

We will also generate content to reach audiences outside those listed above. The specific social problems addressed in SIMJ will be the primary focus of this content.

- Social workers and those who work with at-risk teens, particularly in Oregon
- Advocacy organizations for the homeless, particularly those that are based in Oregon

BIG IDEAS

*What ideas will be a common thread within our content, and **how** will they draw in your audience? Think of these like themes in a book. **This is not just a list of ideas. Please detail how you foresee using these ideas or themes to grab your target audience's attention.***

- Homelessness
 - Mattie's story isn't solely about homelessness, but it's the unifying element that ties everything else together. The book demonstrates how homelessness permeates every aspect of a person's life. For instance, Mattie has to plan her homework assignments and social interactions around her homelessness. It's a realistic look at what it's like to live life as a homeless teenager.
- Sisterly Bond
 - Mattie's bond with her sister transcends a natural sibling connection. Mattie is thrust into a maternal role due to her family's circumstances. Her interactions with her sister are natural, but her actions and dialogue subtly carry maternal emotions. Mattie is constantly stuck between her teenage desires and this maternal role. The situation is exasperated by her family's homelessness. At no point is she ever solely responsible for herself.

- Danger
 - People experiencing homelessness struggle with more than just finding a place to stay each night. There are explicit dangers to living on the street: harassment, violence, and starvation. There are also implicit dangers such as emotional and physical exhaustion, and depression. A constant sense of fear also takes its toll. These dangers, along with homelessness itself, create a complicated cycle in which people often find themselves trapped by their circumstances. Mattie has the same problems of most teenagers (puberty, coming of age, fickle emotions, high school, friends, etc.), but she also has to accept her maternal role and find a way to cope with these dangers.
- Domestic Abuse
 - Domestic abuse compounds the aforementioned issues. People who experience domestic abuse and are thrust into homelessness suffer even more from the ramifications of such abuse. Domestic abuse victims (and children of victims) often encounter similar dangers to those who experience homelessness (for instance, feelings of depression and exhaustion, and being trapped); it's difficult to survive one of these, let alone both, particularly for children and teenagers who have little to no control over such circumstances and very few options for help.
- Setting and Environment
 - Both directly impact how a person copes with this situation. For instance, Mattie has access to a library, which acts as a sanctuary of sorts for her and her sister. However, it's also one of their only options; it's a sanctuary born from necessity. Fear also plays a role here because the loss of this sanctuary would leave them without options. The weather of the Pacific Northwest is also an issue. The family has a limited amount of space in their car and a bunch of blankets are inadequate for combating the constant rain and cold of the PNW.

THINGS TO HIGHLIGHT

Discounts, important info & dates, etc. Also include themes or issues to tie into, like bullying, gay marriage, etc. and/or times of year such as Jewish holidays, camping or fishing season, etc.

Launch Party
 Connie's Events
 Cover Reveal
 Back to School Push

Tie-in with Holiday:

National Homeless Youth Awareness Month: November

National Hunger and Homelessness Awareness Week: November, the week before Thanksgiving

- November 11–19, 2017
- [Official website](#) with resources and ways to get involved (hosting events, volunteering—there may be local or online events we can coordinate with. "Living in a Car events," in which "volunteers take shifts living in a car for twenty-four hours in a public area to simulate how some homeless people live while raising awareness," are organized during HHAW)
- Every year, one advocacy issue is prioritized as part of the Week's message. In 2017, the highlighted issue is ending the criminalization of homelessness.
- Social media to follow:
 - [Facebook](#)
 - [Twitter](#)
 - [Instagram](#)

National Siblings Day: Tuesday, April 10

- This (and Sisters Day) would be great to utilize on a lighter note! Maybe we can encourage social media users to share sibling stories?

National Sisters Day: first Sunday in August

[National Single Parent Day:](#) March 21 (celebrated with hashtags on social media)

National Teenager Day: March 21

National Peanut Butter & Jelly Day: April 2

National Library Card Sign-up Month: September

[Homeless Persons' Memorial Day:](#) December 21 (longest night of the year)

- Encourages communities to remember those who have died homeless in the past year

[National Library Week:](#) April 8–14, 2018

- Theme for 2018 is "Libraries Lead"

Domestic Violence Awareness Month: October

- Evolved from the "Day of Unity" held in October 1918
- Conceived by the [National Coalition Against Domestic Violence](#)

[International Day for the Elimination of Violence Against Women:](#) November 25

IDENTIFYING AND ENGAGING PARTNERS AND INFLUENCERS

*How will we utilize and engage potential partners and influencers who might bolster the book's visibility and help Ooligan's existing network to grow? **This section should contain multiple paragraphs.***

Social media surrounding partners and influencers will mostly be to advertise the readings, lectures, events, (PBJ sandwich party. Chocolate chip recipe contest. Homework help, scavenger hunts,) volunteering opportunities organized by Connie/Ooligan, and other collaborations. (Food drives, clothing drives, toy drive.) Posting photographs of volunteers to promote helping homeless shelters and the other social organizations. Posting quizzes and polls about content related to the novel while linking

them with the social organizations to promote both subjects. Including links to the organization in which were collaborating with or other related content.

(Donation contests; competition between collaborating schools; winner receiving a set number of Connie's novel).

Partners:

Homeless Shelter Organizations: Since Connie believes in bringing awareness to the issue of homelessness and is willing to donate a portion of her book's sales to a social organization a collaboration between one or more of the following shelters might be possible. **Readings** for the shelters which focus on teens, children and family could be an event that's highlighted in social media. Images might be harder to get permission for however as they would feature children and/or their homeless parents. Ooligan and Connie would need to be aware of their sensitive situation.

Volunteer opportunities also arise from partnering with the organizations belows, (again, keeping in mind that Connie wishes to bring awareness to homelessness and what these organizations do rather than using them to benefit herself), social media posts should focus on how to help, participate, volunteer in any event Ooligan might organize to benefit an organization. Naming a volunteer group after the title of Connie's novel or the characters then posting images of volunteers perhaps. Social media posts could encourage others to volunteer at the shelters. If Ooligan decides to organize **an event** with one of the shelters, (maybe a scavenger hunt, competition, or race) prizes could include Connie's book/an excerpt. Events could center around one of the listed holiday/highlights listed above and posts using the title or a character's name to tie the novel to the event.

Posting quizzes on what would be best to donate to an organization, **polls** (which jacket would suit a six year old named Meg), **links** to the organization alongside a quote from the book. (A contest revolving around those who have received or have donated cars to post an image of the car to find one that we believe "resembles Ruby" with a hashtag of SleepinginMyJeansRUBY.)

- [Eugene Mission](#): A homeless shelter with programs for men, women, and mothers and children.
- [ShelterCare](#): A private, nonprofit human-services agency directed by a board of community volunteers. We offer a range of housing solutions combined with wraparound services for vulnerable community members who are homeless or on the verge of homelessness.
- [Looking Glass](#): A shelter providing comprehensive services to teens in crisis and the Looking Glass has established programming for children and adults. [More...](#)
- [First Place Family Center](#): First Place Family Center / St. Vincent de Paul is a refuge and place of support for children and their families who are low income, at risk of losing their housing or are already in transition between homes due to job loss, health issues and other critical problems.
- [Eugene Service Station](#): The Eugene Service Station (ESS) / St. Vincent de Paul provides homeless adults with a warm and welcoming place where they can meet their basic needs (food, day shelter, clothing, laundry, showers, supplies) and get assistance stabilizing their personal crises. The ESS has telephones, message services, computer access, job and housing referrals.
- [Relief Nursery](#): For 40 years, whether you are talking with Relief Nursery families, staff, or volunteers, the consistent message you will hear is one of passion and commitment to keeping children safe from abuse and neglect.
- [Bosco House](#): We are transitional housing for mothers between 18 and 29 years old, and their children. They have to have their children with them, or be in the process of getting their kids back if they are DHS involved, or be pregnant. The cost is \$350 per month.

Social Organizations Against Hunger (for low income families and to be sustainable).

Like above, these organizations give Ooligan and Connie an opportunity to **volunteer** and bring awareness to them. Events for both the book and the organization is possible. A **fundraiser / food drive** headed by Ooligan perhaps, (a canned food drive **contest** with the one who donates the most winning Connie's novel) . Social media posts could direct people to their websites and/or give a link to an volunteer event headed by Ooligan. Learning Gardens Laboratory is near a middle school where Connie could do a reading and then join them in one of their lessons at the community center. Images of harvesting at LGL posted alongside quotes from the novel about Mattie/Meg's hunger. **Posts** asking

readers about *their* favorite cookie, vegetable, (if they could be found at the LGL gardens). Maybe a scavenger hunt to find certain vegetables, plants, objects at LGL.

- **Oregon Food Bank:** Oregon Food Bank collects food from farmers, manufacturers, wholesalers, retailers, individuals and government sources. We distribute that food through a [Statewide Network of 21 Regional Food Banks](#) and approximately [970 partner agencies](#) serving all of Oregon and Clark County, Washington.
- **Food For Lane County:** FOOD for Lane County is a private, 501(c)(3) nonprofit food bank founded in 1984 and dedicated to eliminating hunger by creating access to food. We accomplish this by soliciting, collecting, rescuing, growing, preparing and packaging food for distribution through a network of more than 150 social service agencies and programs
- **Learning Gardens Lab:** PSU teaches a capstone class at the location and a possible collaboration between the class and Ooligan might be a possibility. ([Learning Gardens Lab PSU Facebook Page](#))

Other Social Organizations The listed social organizations below would be partnered similar to the others. **Volunteering, fundraising, clothing drives** and events centered towards helping youths as well as promoting the book. Drawing attention to the novel by highlighting Mattie and Meg's circumstances with those actually on the streets / in foster care. **Posts about how to help** (asking if Meg and Mattie were actual youths what you would do, if you were in their situation?) **Donation contests** organized by Ooligan and offering Connie's book as a prize.

- Clothing Drive for foster kids
- Foster Care outreach programs (Oregon based)
- Teen outreach programs (Oregon based)
- Domestic Abuse shelters/Programs
- Anti-Human Trafficking groups and Awareness

[For more details \(links to the organizations\)](#). . . or check the Marketing Plan

Powell's A Reading as well as lecture about homeless/human trafficking in collaboration with one of the social organizations perhaps.

Schools ([Eugene School District list](#)) **Readings** as well as collaborations between the social organizations perhaps to bring awareness to the students. **Lectures** by Connie and/or one of the leaders in the social organizations. **Food drives** headed by Ooligan at the school or maybe across multiple schools. **Donation contests:** individual or class that collects the most donations; food, clothing, cash--(prize given by Ooligan; Connie's book or collateral). **Events:** PBJ sandwich party to promote the book. Race (organized like "Racing for the Arts"; an entrant getting signatures and contact info, promising for every lap they run the signee will donate a quarter, dollar, two dollars or whatever unchanging amount to the organization).

Libraries **Readings** for youths. If the librarians give permission and if we collaborate with one of the social organizations, a few of the local libraries could become **donation centers** for clothing, food, toys(?). **Lectures** done by Connie/Ooligan/one of the Social organization's leaders about homelessness could be given at the libraries. **Events:** PBJ sandwich party (in collaboration with Eugene peanut butter company) to promote the book/products/protest child hunger. Chocolate chip cookies given when promoting the book. Chocolate chip recipe contest posted on social media. **Homework help** given by Connie/one of the social organizations/Ooligan.

Influencers:

- Eugene libraries

- Teachers that have worked with Connie and/or are friends with her.
 - [Fern Ridge School District](#): FRSD is a 4-A school district located 12-15 minutes west of Eugene-Springfield. FRSD is comprised of four schools – Elmira Elementary School, Veneta Elementary School, Fern Ridge Middle School, and Elmira High School. Where Connie previously worked.
- Blurbers
- Reviewers
- Relevant contacts that Connie has who would be willing to say something about him or the book.
 - Connie mentioned friends who have recommended her book in their book clubs (maybe sending an excerpt to those groups).
 - Connie is a part of Willamette Writers and SCBWI (Society of Children’s Book Writers and Illustrators).
 - Terry McDonald -Head of St. Vincent de Paul in Eugene, one of the homeless shelters. (Uncertain whether Connie knows the director personally).

ENGAGING PRIMARY AND SECONDARY AUDIENCES ?

*Conceptually, how will we use social media to generate interest for this book/event? Discuss **how** we will use social media to communicate the big ideas listed above to the primary and secondary audiences. Talk about current social media trends, use of hashtags, use of Facebook event pages, and etc. **This should be more than a few sentences. Document your ideas in depth.***

Because our primary audience consists of teen and adult readers of YA fiction, we should engage with them through the mainstream social media platforms on which they are most active: Twitter, Instagram, Tumblr, and Facebook. Because of the social issues addressed in SIMJ, we might pay particular attention to Twitter (and/or Tumblr). We should utilize popular YA-related hashtags to connect specifically with communities of YA readers and writers. Additionally, we should balance out the emotionally heavier marketing content with lighter content related to national holidays, such as Sisters Day. We will reach out to bloggers, review publications, and YA authors for reviews and author interviews. Cover reveals, promotional blog posts, and sharable graphics are popular with YA readers, so we might consider using such content to draw readers on social media.

For our secondary audience, we should use hashtags and share events related to advocacy and awareness for homelessness, poverty, and other social issues that come up in SIMJ. Awareness events, particularly those scheduled in November for National Homeless Youth Awareness Month and National Hunger and Homelessness Awareness Week, should be utilized to emphasize authenticity. We can use Facebook events. We can also create a study or discussion guide for use in classrooms and reach out to schools and teachers through social media.

Phases -

PLATFORMS AND METHODS

Specifically, **how** will we use each individual platform to engage the primary and secondary audiences during each phase of the campaign? **Please be detailed and descriptive.**

Twitter

- Awareness
 - Primary:
 - Announcing author and the book
 - Secondary:
 - Announcing author and the book
- Pre-Order
 - Primary:
 - Letting the audience know that the book is now available for pre-order.
 - Volunteer efforts and events
 - Secondary:
 - Letting the audience know that the book is now available for pre-order.
 - Volunteer efforts and events
 - PNBA announcement
- Launch
 - Primary:
 - Now available for order.
 - Announcement of launch event and speaker reading.
 - Volunteering events
 - Secondary:
 - Now available for order.
 - Announcement of launch event and speaker reading.
 - Volunteering events
 - Announce appearance at Wordstock.
- Sustaining
 - Primary:
 - Announcing book readings and events.
 - Announcing awards.
 - Secondary:
 - Announcing awards.
 - Announcing book readings and events.

Facebook

- Awareness
 - Primary: Author and book introductions
 - Author interviews and discussions.
 - Possible tie-ins with important dates (These could occur at any point in the timeline depending on the schedule.)
 - Book previews. Snippets from the book.
 - Secondary: Focus on Homelessness in Oregon
 - Stats and news
 - Coverage of teens experiencing homeless in our state (careful about execution here. We don't want to use someone's life or homelessness itself to sell our book).
 - Share/create content from and with local orgs.
 - Create and share designed infographics that communicate social issues that are covered in the book.
- Pre-Order
 - Primary: Book content
 - Character profiles
 - Setting details (Ruby, the library, etc.)
 - Author blurbs and reviews. Preview buzz.
 - Book trailer that gives thirty second visual preview of the book with blurbs and pull quotes.
 - List of books Mattie would read.
 - Photos of readers and their siblings.
 - Secondary: Dangers people experiencing homelessness face.
 - Refer to big ideas section. For example, starvation, physical and mental exhaustion, etc.
 - Create and share designed infographics that communicate social issues that are covered in the book.
- Launch
 - Primary: Author Interactions
 - Author discussions about personal experiences with youth homelessness.
 - How such experiences shaped the book.
 - Launch event and related volunteer efforts and events
 - Secondary:
 - Author lesson plans and discussion guides for readers and educators.
 - Share examples to help create discussion.
 - Create a plan based on reader submitted questions.
 - Launch event and related volunteer efforts and events
- Sustaining
 - Primary: Additional content
 - Sharing any reviews, interviews, positive feedback, etc.
 - Author events

- Secondary: Resources
 - Homelessness and domestic abuse resources in our area.
 - Possibly an update on homelessness in our area.

(Add any other platform we plan on using)

Instagram

- Awareness
 - Primary: YA readers who have experienced homelessness and/or are interested in social issues, thrillers, suspense, mysteries, books that feature strong sibling relationships, and the Eugene/Oregon setting.
 - Blurbs from other authors or well known authorities on the subjects in SiMJ posted.
 - Short Quotes from the book to highlight the characters and subjects (with small illustrated images: chocolate chip cookie, Ruby, strands of Mattie's hair, two girls, burgers)
 - Art work of SiMJ being produced, in the moment and why the designers chose to create the image portrayed (cover and other art related).
 - Secondary: Teachers of middle schoolers and high schoolers, Social workers who work with at-risk teens, and Advocacy organizations for the homeless
 - Introducing Connie King Leonard - debut author and former teacher. Volunteer at homeless shelters and other social organizations.
 - A week of Connie (raising her social media platform by having her post an image during her day and short sentence about what she did / is doing).
 - Photographs of Connie when she volunteered.
 - Create and share designed infographics that communicate social issues that are covered in the book.
- Pre-Order
 - Primary:
 - Character profiles
 - Posts of/about the Cover Design (including early versions, if that won't interfere with the message/image Ooligan's trying to send).
 - Designed pull quotes.
 - Book trailer that gives thirty second visual preview of the book with blurbs and pull quotes.
 - Longer sections of SMJ posted (paragraphs that catch reader's interest; before, during, after a climactic scene).
 - Reminders about Pre-order with links to seller sites.
 - Posts about Events: PBJ sandwich party, volunteering, launch: Oregon Food Bank?, Lectures/Readings. **The when and where** to get people to go.
 - Secondary:

- Series of posts: Questions that highlight awareness and point to SMJ by using some of the scenes as an example: (not sure if it would be appropriate for instagram / social media, since some are personal)
 - What's the longest amount of time you went without eating? Mattie skipped dinner so her sister could eat.
 - Have you ever been homeless? In Connie King Leonard's novel, a family becomes homeless and must live in their car.
 - How do you define homeless? Mattie becomes homeless in SMJ but for her, her family is her home.
 - Why / how did you end up homeless? Does your experiences parallel Mattie and her family's?
 - Posts about Events: PBJ sandwich party, volunteering, launch: Oregon Food Bank?, Lectures/Readings. **The when and where** to get people to go.
- Launch
 - Primary:
 - Monthly / Weekly Art Contest, artwork of others posted.
 - Images posted of favorite burgers (Lines from SMJ to connect the images to when Mattie/Meg ate a burger).
 - Illustrated scenes / places / objects of significance in SiMJ
 - Posting battle:
 - Using images created or photographed of most outrageous use of peanut butter, peanut butter sandwich, peanut butter dish.
 - Best representation of Ruby.
 - Best Chocolate chip cookie video / images
 - (Example: https://www.youtube.com/watch?v=DXq70cl_MMs)
 - Ooligan/others sending in videos of them making their favorite cookies.
 - Posts on the Events: PBJ sandwich party, volunteering, launch: Oregon Food Bank?, Lectures/Readings. **Photographs, Videos, and links to related sites or content.**
 - Secondary:
 - Reading/Lecture Event photographs (with permission from photographed children and others).
 - Volunteer Event photographs (with permission from photographed) the author, the book, the venue, etc..
 - Posts about shelters, other social organizations, and *their* events.
 - Illustrated scenes / places / objects of significance in SiMJ (links to social organizations when appropriate and possible).
 - Scene of when Rollins family showers at gas station linked to Eugene service station.
 - Posts on the Events: PBJ sandwich party, volunteering, launch: Oregon Food Bank?, Lectures/Readings. **Photographs, Videos, and links to related sites or content.**
- Sustaining
 - Primary:
 - Respond to any mentions, reviews, etc.

- Photograph of Connie's emotional response.
 - Emoticon, Illustrated, literal word-for-word response.
- Short and fun quiz questions.
- Polls: Favorite character (reuse character profile,) and asking readers why *that* character.
- Sound bites:
 - Guess this sound? (Sounds Mattie/Meg would hear in SiMJ: Shattering glass, school bell, speeding tires, dial tone, school cafeteria)
- Alternative cover design contest for followers / fans of SMJ.
- Objects of significance that can be asked of followers to post an image they believe suits SiMJ:
 - Jacket, Mattie wishes Meg could have.
 - Ruby, the car.
 - Mattie's bookshelf, the novels she left behind: What titles could be there?
 - Mattie's locker (inside: Is it sparse, decorated, full of books?)
 - Mattie's comb left behind.
- Photograph of Connie / Event when celebrating relevant holiday's mentioned above.
- Secondary:
 - Lists of things to do, to help: a domestic abuse victim / the homeless / other social cause.
 - Sound bites:
 - Short reading done by Connie (about a paragraph)
 - Reuse of videos taped during readings, lectures, etc.

Frequency

Twitter

- Awareness:
- Pre-Order:
- Launch:
- Sustaining:

Facebook

- Awareness:
- Pre-Order:
- Launch:
- Sustaining:

Instagram

- Awareness:
- Pre-Order:
- Launch:
- Sustaining:

(Add any other platform you plan on using)

PEOPLE/PARTNERS/INFLUENCERS

List all sponsors, authors, media outlets, partner organizations, etc. Include their Twitter handle and Facebook name.

Influencers

Homeless shelters (Most of the places below are for families or women and their children).

Eugene Mission: A homeless shelter with programs for men, women, and mothers and children.

- Description of the shelter didn't actually focus that much on the family aspect and seemed open for anyone who fit their restrictions. (A comment on [HomelessShelterDirectory](#) presented the shelter as strict and unsafe though).
- **Volunteering opportunity:** Connie and a group could volunteer at the mission. Maybe reading to the children there. Filling out a volunteer application is necessary though. An orientation might also be required but they seem to occur at twice a month so there's time.
- The mission welcomes all faiths but seems to be a christian/religious based organization as well.

[Contact](#)

Office Hours:

Monday – Friday, 8 a.m. – 4 p.m.

Street Address:

1542 West First Avenue, Eugene, OR

Mailing Address:

P.O. Box 1149, Eugene, OR 97440

Phone: 541-344-3251

Fax: 541-344-7533

Email: info@eugenemission.org

ShelterCare: A private, nonprofit human-services agency directed by a board of community volunteers.

We offer a range of housing solutions combined with wraparound services for vulnerable community members who are homeless or on the verge of homelessness.

- **Volunteering opportunity:** There are several [housing programs](#) and a few focus on families/children so a reading might be possible. Group volunteering seems like it might promote the novel more than the individual volunteer opportunities that were listed.
- If you are looking to organize a special volunteer event for a group, business, or organization, please contact Mathew Loyd at (541) 686-1262, ext. 326 or email mloyd@sheltercare.org

[Contact](#)

499 West 4th Avenue,

Eugene, OR 97401

Phone: (541) 686-1262

Fax: (541) 686-0359

[Looking Glass](#): A shelter providing comprehensive services to teens in crisis and the Looking Glass has established programming for children and adults. [More...](#)

- The shelter focuses mainly on youths and a reading seems possible. (Homeless and runaway youths. Counseling and overnight stays for youths 11 - 17 years old.)
- [Volunteer opportunity](#): If you're interested in volunteering for one of our annual fundraising events, Holiday Giving Tree Project, or other special projects, please contact our Event Coordinator at (541) 686-2688 to discuss your interests and availability.
 - A clothing, school supplies, and/or household items drive might be a possible collaboration Ooligan/Connie could do for an event. Using Mattie and Megs needs as an example of what children need when homeless to bring awareness as well as promoting the novel. The Looking Glass already has a list of [common needs](#).
- [Looking Glass offices](#) seem to be near the Eugene Public Library downtown and a collaboration between the shelter, library, and Ooligan might be possible for an event.

[Contact](#)

Administrative office address: 1790 W 11th Ave, Suite 200, Eugene, OR 97402

Administrative office phone: (541) 686-2688

[First Place Family Center](#): First Place Family Center / St. Vincent de Paul is a refuge and place of support for children and their families who are low income, at risk of losing their housing or are already in transition between homes due to job loss, health issues and other critical problems.

- [Volunteer opportunity](#): Application needed and possible background check.
- Reading seems like a possibility and their volunteer sections include "events" and "special projects" under Development that Connie/Ooligan might collaborate with them on.
- They have a vehicle donation section that could be tied to "Ruby" if they need volunteers there. A bit of a stretch but maybe taking photos of families and the cars they've received to promote donating.
- **Connie volunteered here before**

[Contact](#) (There seems to be two different addresses)

Mailing address:

P.O. Box 24608

Eugene, OR 97402

Physical address:

2890 Chad Drive

Eugene, OR 97408

Phone: (541) 687-5820

Fax: (541) 683-9423

Media contact: Paul Neville, 541-743-7121

1995 Amazon Pkwy

Eugene OR 97405

Phone: 541-342-7728

Office hours:

Mon through Fri: 8:00 am through 5:00 pm

[Facebook](#)

[Eugene Service Station](#): The Eugene Service Station (ESS) / St. Vincent de Paul provides homeless adults with a warm and welcoming place where they can meet their basic needs (food, day shelter, clothing, laundry, showers, supplies) and get assistance stabilizing their personal crises. The ESS has telephones, message services, computer access, job and housing referrals.

- **Connie volunteered here before**

[Contact](#) (Same as above)

Mailing address:

P.O. Box 24608
Eugene, OR 97402

Physical address:

2890 Chad Drive
Eugene, OR 97408
Phone: (541) 687-5820
Fax: (541) 683-9423
Media contact: Paul Neville, 541-743-7121

[Relief Nursery](#): For 40 years, whether you are talking with Relief Nursery families, staff, or volunteers, the consistent message you will hear is one of passion and commitment to keeping children safe from abuse and neglect.

At the core of the Relief Nursery is the belief in focusing on, and building upon, the strength of each individual family. A wide array of support services are provided; always with a respect for the diversity of the families we serve. Research-based principles are embedded throughout our services while recognizing the changing needs of families. From crisis response, to therapeutic classrooms, to alcohol and drug recovery support, our staff work to keep children in our community safe from abuse and neglect. Through our state, national and international replication efforts Relief Nursery is a leader in child abuse prevention.

- **Connie volunteered here before**

[Contact](#)

1720 West 25th Avenue
Eugene, OR 97405
(541) 343-9706 phone
(541) 683-3748 fax

Hours:

Monday - Thursday: 9:00am - 5:00pm
Friday: 8:30am - 12:30pm
Saturday and Sunday: Closed

[Bosco House](#): We are transitional housing for mothers between 18 and 29 years old, and their children. They have to have their children with them, or be in the process of getting their kids back if they are DHS involved, or be pregnant. The cost is \$350 per month.

- Doesn't seem to have a website and a few other directories that list the shelter give varying requirements for who is allowed. (Example of other description: St. John Bosco House provides up to 18 months of transitional housing for women (between the ages of 18 and 25) with children. Food and basic care items are provided. Clients are not responsible for rent while they stay here.)
- If there are volunteer opportunities maybe a reading for the children and/or babysitting might be possible for Connie/Ooligan to do.

[Contact](#)

4488 Knoop ave.
Eugene, OR 97402
Phone: 541/607/2005

Oregon Food Bank: Oregon Food Bank collects food from farmers, manufacturers, wholesalers, retailers, individuals and government sources. We distribute that food through a [Statewide Network of 21 Regional Food Banks](#) and approximately [970 partner agencies](#) serving all of Oregon and Clark County, Washington.

- [Volunteer opportunity:](#) (If Connie/Ooligan goes as a group, there's a minimum of five at least. Other requirements/details on website. Link leads to calendar of volunteer schedule).

[Contact](#)

Office hours:

Mon through Fri: 8:00 am through 5:00 pm

7900 NE 33rd Dr, Portland, OR 97211

(503) 282-0555

Food For Lane County: FOOD for Lane County is a private, 501(c)(3) nonprofit food bank founded in 1984 and dedicated to eliminating hunger by creating access to food. We accomplish this by soliciting, collecting, rescuing, growing, preparing and packaging food for distribution through a network of more than 150 social service agencies and programs; through public awareness, education and community advocacy; and through programs designed to improve the ability of low-income individuals to maintain an adequate supply of wholesome, nutritious food. These programs include emergency food boxes, shelters, meal sites, rehabilitation facilities, nutrition education, gleaning and community gardens. We serve a diverse population of people living on limited incomes including children, families, seniors and single adults.

- [Volunteer opportunity](#)

[Contact](#)

Address:

770 Bailey Hill Road

Eugene, Oregon 97402

Phone: General inquiries

541-343-2822

Fax: 541-343-5019

Main Office: Hours of operation

Monday- Friday, 8am – 5pm

Main Office: Phone

The phone is answered Monday- Friday, 8am – 4pm; our lobby remains open until 5 pm, M-F

Clothing Drive for foster kids

<http://www.imafoster.com/2013/12/5-places-you-can-donate-to-help-foster-kids.html>

<https://www.mattressfirmfosterkids.org/>

<http://www.sleeptrain.com/community-foster-kids.html>

<http://www.fosterclosetinc.org/resources>

Foster Care outreach programs (Oregon based)

<http://www.projectlemonadepdx.org/>

<https://oryouthconnection.org/about/>

<http://www.afamilyforeverychild.org/Activities/Oregon/Mentor/index.php>

<http://www.warmwelcomes.org/> (located in Ohio)

<https://dreamcenter.org/our-outreaches/homelessness/> (located in California)

Teen outreach programs (Oregon based)

<http://www.hoseayouth.org/>

<http://www.jsysi.org/>

<http://teenoutreachprogram.com/>
<http://wymancenter.org/top/> (national)

Domestic Abuse shelters/Programs

<https://multco.us/dv/domestic-violence-shelters>
<http://www.dvrc-or.org/monikas-house/>
<http://raphaelhouse.com/>
<https://www.ywcapdx.org/what-we-do/domestic-violence-services/>

Schools ([Eugene School District list](#))

[Fern Ridge School District](#): FRSD is a 4-A school district located 12-15 minutes west of Eugene-Springfield, on the western and southern tips of Fern Ridge Lake ([map](#)). FRSD is comprised of four schools – Elmira Elementary School, Veneta Elementary School, Fern Ridge Middle School, and Elmira High School.

- Connie taught at one of the schools.
Location & **Contact:** 88834 Territorial Hwy, Elmira, OR 97437 **Phone:** (541) 935-2253

[Kennedy Middle School](#)

- Kennedy's program promotes community outreach and involvement for students, preparing them for a world beyond the school walls. Students become involved in serving others through an active Student Leadership Program, UNICEF and canned food drives. Connie's wish to spread awareness about homelessness seems like it would fit with the school's focus on community outreach and a reading seems possible there.
Location & Contact:
2200 Bailey Hill Road, Eugene, OR 97405 | Phone: (541) 790-5500 | Fax: (541) 790-5505

[Roosevelt Middle School](#)

- The school has a "WEB (Where Everybody Belongs) program that trains 8th grade leaders to orient all 6th grade students to Roosevelt," and it shows a mentor relationship that's like Mattie's care of Meagan.
Location & Contact:
500 East 24th Avenue, Eugene, OR 97405 | Phone: (541) 790-8500 | Fax: (541) 790-8505

[Monroe Middle School](#)

- The school focuses on literacy and an event involving Connie/Ooligan might be possible. Maybe teaching them about the publishing industry, writing, and Connie's book.
- The school also has a "WEB" program like Roosevelt.
Location & Contact:
2800 Bailey Lane, Eugene, OR 97401 | Phone: (541) 790-6300 | Fax: (541) 790-6305

[Madison Middle School](#)

- One of their goals is to: "Climate: Foster community outreach and community partnerships," so maybe a collaboration between Connie/Ooligan, the middle school, and a shelter might be possible where a drive run at the school for one of the shelters in Eugene. (Those who donate/collect a certain number of canned goods (or what's listed by the shelter(s) wins a copy of Connie's book?)
Location & Contact:
875 Wilkes Drive, Eugene, OR 97404 | Phone: (541) 790-4300 | Fax: (541) 790-4320

[Spencer Butte Middle School](#)

Location & Contact:

500 East 43rd Avenue, Eugene, OR 97405 | Phone: (541) 790-8300 | **Fax:** (541) 790-8305

[Kelly Middle School](#)

- The school has a "WEB" program like Roosevelt.

Location & Contact:

850 Howard Avenue, Eugene, OR 97404 | Phone: (541) 790-4740 | Fax: (541) 790-4746

[Lane Middle School](#) (Portland)

- They collaborate with LGL and is near the Learning Gardens Lab (a model of community-based education focused on a hands-on and practical learning tool: the garden. Also focuses on sustainability and growing food for the community/low income individuals).

Location & Contact: 7200 SE 60th Ave•Portland, OR 97206•Ph 503-916-6355•Fx 503-916-2648

Libraries (The libraries below are all in Eugene and should be public libraries).

[Eugene Public Library -Downtown](#)

[Contact](#)

100 W 10th Ave, Eugene, OR 97401

541-682-5450

LibraryAskUs@ci.eugene.or.us

[Bethel Branch Library](#)

Contact

1990 Echo Hollow Rd. Eugene, OR 97402

541-682-5450

[Sheldon Branch Library](#)

Contact

1566 Coburg Rd. Eugene, OR 97401

541-682-5450

[River Road and Santa Clara Library](#): A volunteer library and non-profit organization.

- [Membership details](#)

Contact

105 Oakleigh Lane

Eugene, OR 97404

phone: 541-607-1882

e-mail: rrscvl@live.com

[Little Free Library](#) (Not really a library. These are those little mailbox libraries for those in the community to exchange books).

- A Eugene LittleFreeLibrary: 2330 Oakway Terrace, Eugene, OR 97401
- Connie/Ooligan could start one of the "libraries" near a shelter to the promote the book and spread awareness homelessness maybe. Filling it with Connie/Ooligan's book(s).

[Contact](#)

Phone: 715-690-2488 between the hours of 9am-4pm CST.

Fax: 715-690-2491

Mail Address

Little Free Library

573 Co. Rd. A, Suite 106

Hudson, WI 54016

Portland Libraries

[Central Library](#)

Location & Contact

[801 SW 10th Avenue](#)

[Portland, OR 97205](#)

(503) 988-5123

[Hollywood Library](#)

Location & Contact

[4040 NE Tillamook Street](#)

[Portland, OR 97212](#)

(503) 988-5123

[Midland Library](#)

Location & Contact

[805 SE 122nd Avenue](#)

[Portland, OR 97233](#)

(503) 988-5123

[Hillsdale Library](#)

Location & Contact

[1525 SW Sunset Boulevard](#)

[Portland, OR 97239](#)

(503) 988-5123

Partnerships

Cookies (Chocolate Chip cookies)

<http://www.sarahscookiespdx.com/>

[Sugar Shapes](#)

<http://www.northwestcrossing.com/2012/06/bend-cookie-company/>

<http://www.lecookiemonkey.com/cookies.html>

<http://www.crumbtogether.com/>

Monster Cookie Company

29496 Airport Rd Ste 1 Eugene OR 97402

(541) 607-0825

Burger https://www.yelp.com/search?find_desc=Burgers&find_loc=Eugene%2C+OR

Bugers on the Run

[Address](#): 195 Madison St, Eugene, OR 97402

[Hours](#): Open today · 11AM–2PM

[Phone](#): (541) 520-4826

[Haybaby](#) (Food cart)

[Northwest Burgers](#)

[Toxic Wings & Fries](#)

[Little Big Burger](#)

[Cornucopia Bar & Burgers](#)

Peanut butter

[Wild Friends](#): Peanut butter company started in Eugene, Oregon. (Bloomberg [company profile](#))

- They have a blog under the community section of their website that Connie might contribute to; (it's mostly blogging about recipes using peanut butter but Connie could mention her novel there as well). The blog is limited to a select group called "Friendly Faces" so Connie would need to apply (they change the members every six months and the next application posting should be in spring).
- Donations from them (by emailing: donations@wildfriendsfoods.com) or a collaboration via instagram might also be a possibility. [Support Page](#)
- Location:
925 NW 19th Avenue
Studio G
Portland, OR 97210

Other

[Learning Gardens Lab](#)

- [PSU](#) teaches a capstone class at the location and a possible collaboration between the class and Ooligan might be a possibility. ([Learning Gardens Lab PSU Facebook Page](#))
- Volunteering opportunity: Connie/Ooligan could volunteer to harvest the plants; taking pictures to spread awareness of hunger/homeless/Connie's book maybe?

SAMPLE CONTENT

One sample tweet/post that represents each of our campaign's Big Ideas.

Twitter:

Facebook:

Relevant Hashtags:

TRACKING AND METRICS FOR SUCCESS

How will we track the success of our campaign?