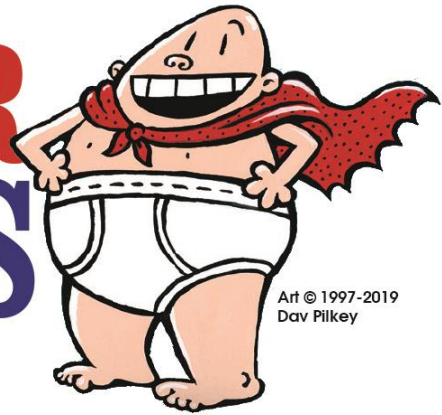


(HOW TO)

DROP YOUR DRAWERS AT THE LIBRARY!



Art © 1997-2019
Dav Pilkey

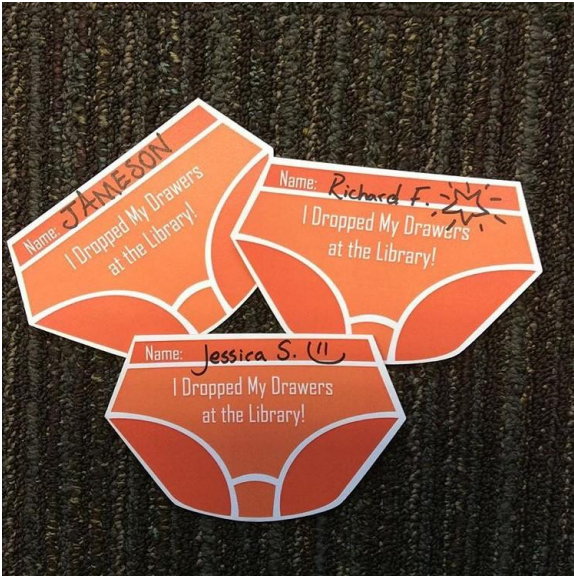
Campbell County Public Library
www.cc-pl.org/drop-your-drawers
28 May 2019

What is “Drop Your Drawers”?

“Drop Your Drawers @ the library” is a campaign to collect new, packaged underwear for children that directly helps children and schools while indirectly has strengthening awareness of the library and its relationships in the community.

Why create how-to guidelines?

The success we experienced and the goodwill this campaign generates led us to create this “how-to” guideline so others can replicate this program in their own communities with the minimum of effort and cost. We have made promotional materials created for the campaign that are available for free.



Background

“Drop Your Drawers @ the library” began as a response to a request from a Family Resource Center (FRC) Coordinator in Campbell County, Kentucky. She requested the library accept donations of coats to distribute to kids who are served by her program in an elementary school. We were reluctant to accept donated coats as they are bulky, hard to store and could bring in bugs.

The director of Campbell County (KY) Public Library remembered that clean underwear that fits had been mentioned as a barrier for some kids in the learning environment from a training session that he’d attended on early literacy skill building. So, instead of coats, we offered to collect underwear. The FRC Coordinator was thrilled

with the idea. Eventually we learned that some FRCs in our county were putting up to 100 pairs of underwear on their students *each month*.

Why underwear?

Clean underwear that fits is a problem for many students in schools. The reasons, we learned, are varied, but a short list is:

- Kids having accidents in schools;
- Medical issues;
- Transient/homeless issues;
- Financial issues.

Thus, “Drop Your Drawers” was born. The name came from the Digital Marketing Manager at Campbell CPL. We “field tested” the name in several groups to gauge reaction. There was never anything but amusement at the name and concern that underwear should ever be a problem for a child. (Since 2015, there have been two logged complaints about the name at the library.)



Campbell County's Story

Our first year (2015) was very successful. We set a goal of 3000 pairs of underwear and collected 5,300. That success led to the idea of asking other libraries in Kentucky if they would like to conduct the campaign as well. The next year, there were 50 participating libraries in Kentucky.



To help libraries with advertising, Campbell CPL asked author Dav Pilkey for permission to use his Captain Underpants image in promotional materials. That permission was generously granted by the author annually. In 2019, Mr. Pilkey gave permission to any library to use the Captain Underpants image, but only in conjunction with a "Drop Your Drawers" campaign.

We're very grateful to Mr. Pilkey, to our various community partners, participating libraries, and to our community for their overwhelming support of "Drop Your Drawers."

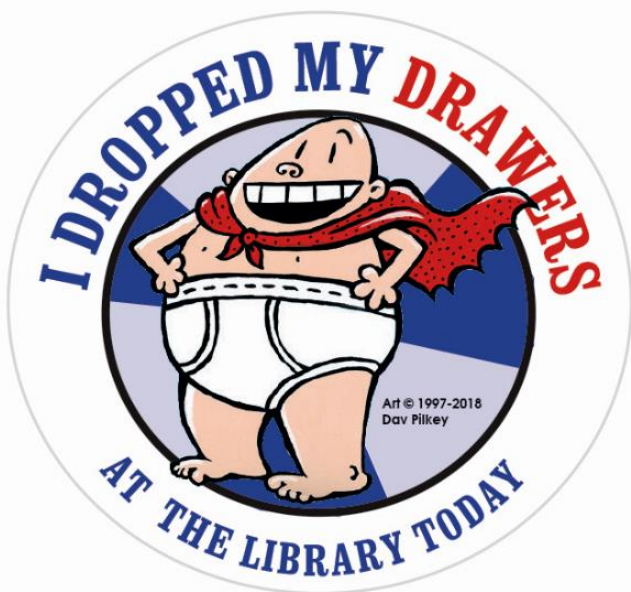
Why libraries should be involved

First: because there's a need. No child should suffer discomfort or embarrassment from a lack of clean underwear that fits. It's a distraction that should be eliminated from any child's life.

Schools and libraries are natural partners in educating children, but those partnerships can be difficult to form and maintain. "Drop Your Drawers" can create inroads for libraries to become partners in other ways with schools. The opportunities to visit classrooms, partnerships in grant seeking, and assisting with afterschool activities have blossomed for our library as a result of this campaign.

Libraries need to be seen by their community as partners in education. We are a community asset and a vital part of the community. Libraries contribute to the betterment of their communities in measurable ways.

"Drop Your Drawers" helps accomplish that.



Accepting Donations

Our library only accepts new underwear in its original packaging. That's a hard and fast rule. Anything not packaged is given to organizations that accept used clothing donations.



For the first four years of our "Drop Your Drawers" campaign, we accepted only underwear that would fit girls and boys in kindergarten through fifth grade (sizes 4-16). We were very successful. We were so successful, in fact, that in 2018 we overwhelmed the FRCs capacity to accept and use underwear.

With that in mind, we are expanding our campaign to all ages and accepting donations of socks. Our reasoning is that if the child is suffering, it's likely that older siblings (or even the caregivers) in the family are also suffering. Socks were included because the FRCs explained that accidents in the underwear often impact socks too.



We also collect (not by choice or by solicitation) money. Any money donated to the campaign is used for the purchase of underwear.

Recognizing Donors

It's a good idea to recognize organizations that make donations. We have had hundreds of pairs of underwear donated by groups such as the Daughters of the American Revolution, Women's Clubs, Disabled American Veterans, Kiwanis, Optimist Club, etc.) We applaud individual donations, of course, but recommend seeking permission before publicizing the names of individuals.

Some libraries have incorporated "Drop Your Drawers" into a "giving tree" display and will put a picture and name of donors on the tree. It's a great idea that allows for individual recognition.

Who gets the donations?

We give our donations to the Family Resource Centers in our public schools. The FRCs are tasked with keeping "at risk" kids in the learning environment. Their work covers many aspects of the children's lives but is woefully underfunded.

Your library, however, can donate to any entity that will connect the children with the underwear. Some libraries work with other nonprofits and some work with parochial schools. You should make it clear in your promotions, however, what entities will be receiving the donations.



Timing the campaign

When Campbell CPL met with the FRC Coordinators in 2015 to discuss implementing “Drop Your Drawers,” the Coordinators said they bought underwear to help their struggling students at the beginning of the school year. By December, those supplies were running low. For that reason, we conduct our campaign in November and December each year.

The campaign, however, can be conducted at any time of the year. Some libraries have found better success during the summer months when there are many back-to-school sales on common items like pencils, paper and underwear. Summer is also typically a busy time for libraries. Whether stressing staff with something else during that time is good or bad is something to consider.

Choose the timing of your campaign carefully, make it a centerpiece of publicity during the campaign time frame, and stick with the same time each year. Consistency is best.

Publicizing the campaign

Simply put, the best campaigns are well-advertised. Use all of your resources to get the word out. Some libraries have created videos, interviewing the FRC coordinators in their schools or use their marquees. Some distribute flyers to businesses, churches, and other nonprofits. Almost everyone uses social media, newsletters and websites to advertise. (We put a goal tracking graph that resembles a thermometer on our website to show the number of pairs that have been donated.)

In addition to sending out press releases, we pitch the story directly to reporters (print, radio, and television). Because of the unique nature of the campaign and the catchy name, we’ve been able to get television interviews during local morning news segments.

We’ve also had a lot of luck in getting city governments, school boards and county government to donate for a photo opportunity. It’s a double win as their meetings are typically videotaped and made available through local community television, websites and other sources. Plus, reporters often attend the meetings.

All libraries should create some kind of display to go along with the campaign. Many libraries will use laundry themes (like a laundry basket which also serves as a collection device) or underwear themes (paper underwear hanging on a clothesline). One library uses an actual toilet as a focal point. Many libraries advertise books in the Captain Underpants series to accompany their displays.

Remember that one of the great selling points about “Drop Your Drawers” is that it is entirely local. Anyone who donates knows where the money was spent (because s/he bought the underwear!) and know where the underwear will go and who will benefit.





Dav Pilkey and Captain Underpants

From the first year of our campaign, Dav Pilkey has allowed the use of his Captain Underpants image in promotional materials. For three years, we asked Mr. Pilkey annually for the continued use of his image. In 2019, Mr. Pilkey gave blanket permission to use the Captain Underpants image in promotional materials associated with "Drop Your Drawers."

That said, there are some restrictions:

- You cannot attribute any quote to Mr. Pilkey. He would need to approve any representation of his words.
- You may only use the image of Captain Underpants that is given in his printed materials. We are not allowed to use the Captain Underpants image from the movie versions.
- You may not use Captain Underpants to endorse a particular brand of underwear or business.

Please respect the use of Captain Underpants and Mr. Pilkey's generosity.

Creating challenge drives

Some libraries have had success in getting organizations to compete against one another. You can get creative with this:

- Town/City that donates the most
- Church that donates the most
- Girl Scouts vs. Boy Scouts
- Kiwanis vs. Rotary Club

If there's a leadership group in your area (such as Leadership Northern Kentucky), you could ask for donations from them as part of a class project. If your school has a Civics Club, they might take on the campaign as a project. We've even had a local Montessori school collect donations for us.

Without the support of big organizational drives, our campaign would gather about 50% less underwear each year.

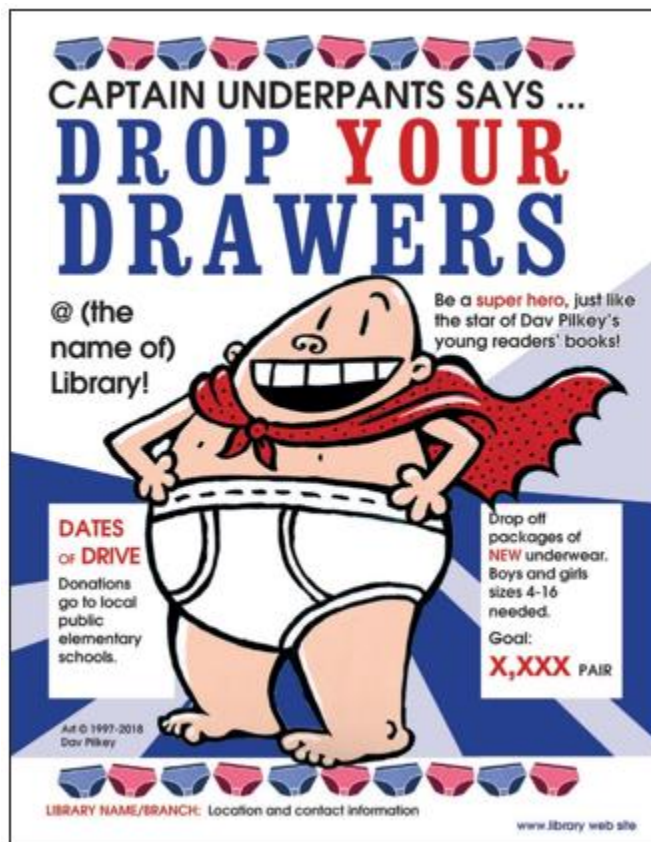


Free promotional materials available

The Campbell County (KY) Public Library began asking other libraries if they wanted to participate in "Drop Your Drawers" in 2016. Permission to use the Captain Underpants image, however, was limited to flyers, posters and other materials specifically approved by Dav Pilkey. Those pieces are still available but libraries are no longer restricted to using only these materials. You can use the Captain Underpants image however you like as long as it's connected to "Drop Your Drawers."

Pre-made promotional items available for use include:

- Counting board – We display a counting board at all of our locations to show our patrons how many pairs of underwear have been collected. We use a small image of either pink or blue underwear to represent every 20 pairs that are donated.
- Sticker – We offer a "I dropped my drawers @ the library" sticker (the same idea as an "I voted" sticker) to patrons after they have donated to the campaign.
- Flyer – The flyer can be customized with the names of the recipients of the donations, whether school or other entities, along with the library's name and the dates of the campaign.
- Logos – We have two versions of the "Drop Your Drawers" logo featuring Captain Underpants. One is more horizontal in orientation and the other has a more vertical orientation.
- A generic press release and fact sheet that you can customize for your drive to send to local media is available.



Distributing the donations

We have done the distribution in several ways. The best one: ask the receiving school(s) to help divide up the underwear. They see the underwear is divided equally and they are able to immediately take their share back to their schools. This way, you get help in dividing up the underwear and you don't have to take them to each school.

You also can make the "sorting" and distribution into a PR opportunity. When our director and his children divided up the underwear one year, we took a fast-motion video of the process. That turned into a really fun video for the library.



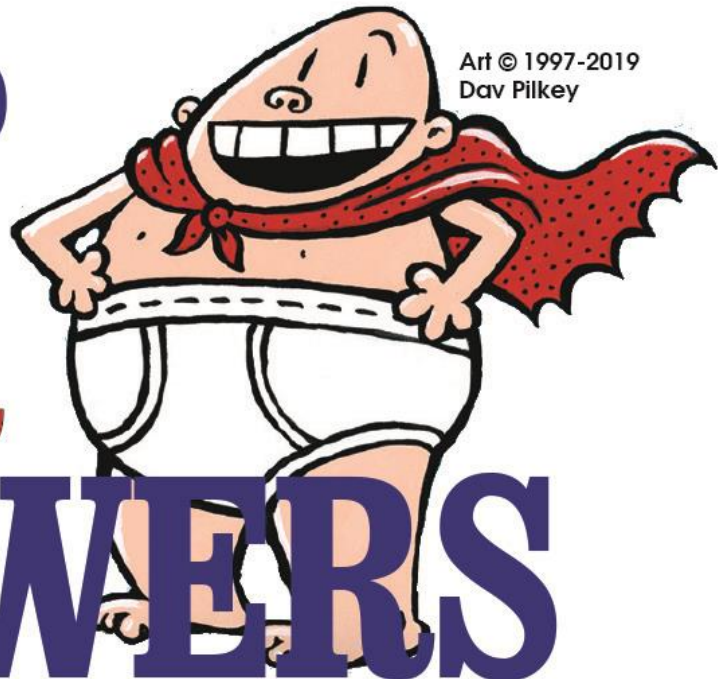
We've also carried the underwear to each school, making an appointment beforehand, then taking pictures with each principal at the time of donation. In one photo, we all wore a pair of underwear on our heads which gave us another fun PR piece.

Just go for it

In the end, there really aren't any rules and you'll learn as you go. Experiment, have fun, do good and respect the use of the Captain Underpants image. I would love to hear the total number of donated pairs from your campaign. Just send them to me at jcmorgan@cc-pl.org If you have any questions, please feel free to write.

Good luck!

**DROP
YOUR
DRAWERS**



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Dav Pilkey