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Staples Does “Do Something” Again

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Stationery retailer Staples is reprising last summer’s “Do Something 101” campaign to get students involved in collecting school supplies and money for needy kids. But this time the campaign is getting a social edge with both a Facebook page and Facebook app, courtesy of youth-oriented interactive agency Mr. Youth.

As they did last year, participants can still run supplies collection drives in their schools or buy school supplies on their own, dropping off donations at Staples stores around the country between July 5 and September 19. Also as last year, Staples is teaming up with DoSomething.org, a non-profit group organizing teens to make contributions to their communities.



Facebook app and a sweepstakes to meet singer Ciara are new additions to the teen-centric charity drive

But new this year are the social media amenities to promote engagement, [including a Facebook profile](#). There Mr. Youth has designed an ‘Adopt a pack’ application that visitors can share with their friends. Users who download the app can tag their friends to contribute the 11 supply items recommended by the drive organizers, using a drop-down menu to assign items to their friend lists.

Those who complete a Facebook backpack are entered into an “Adopt a Pack” sweepstakes. one winner, chosen at the end of the drive, will be flown to new York to help stuff backpacks with celebrity R&B singer Ciara.

Ciara has also made a PSA for the “Do Something 101” cause, citing 13 million U.S. schoolchildren in need of supplies with which to learn. The PSA is available on the “Do Something” Facebook page.

Visitors there will also find weekly “Show Us Your Pack” challenges to keep them involved and a gallery for uploading pictures from their charity drives.

The “Do Something 101” campaign will also be promoted online with banner advertising, and in Staples retail outlets with in-store signs and drop-off points.