

Dear Neighbor,

We're glad you're considering a *Mister Rogers' Neighborhood Sweater Drive* for your viewing area. Here's a Toolkit to help you get started.

Fred Rogers' cardigan sweater has come to represent the gentle spirit, warmth and nurturing of the Neighborhood. Through the *Mister Rogers' Neighborhood Sweater Drive*, you'll have a great opportunity to instill the "good feelings" of being caring neighbors in your community.

This project is based on an extremely successful holiday sweater drive campaign that KRMA-TV created in Denver. Here's how they described it:

*"The Sweater Drive is a great way to position our station as a caring and contributing institution based on the trademark of Fred Rogers' sweater. You might say that this is co-branding at its finest."*

— KRMA-TV

Over the years, dozens of PBS stations all across the country have created their own *Mister Rogers' Neighborhood Sweater Drives* ranging from small collections in community centers to state-wide campaigns.

In this Sweater Drive Toolkit we've included lots of information that we hope will help make the Sweater Drive a success in your community. We're here to help, and we can also put you in touch with people at PBS stations who can give you some ideas of what's worked for them. Just give us a call.

Sincerely,



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[www.fci.org](http://www.fci.org)  
[www.pbskids.org/rogers](http://www.pbskids.org/rogers)

## I. FIRST STEPS

In deciding how to implement the Mister Rogers' Neighborhood Sweater Drive, here's an overview of resources that are needed to make it work and some things to think about.

### STATION RESOURCES

#### PERSONNEL

- Who will be in charge?
- What other station personnel resources are available?

#### RESPONSIBILITIES

Which station personnel will take on these responsibilities?

- Collect sweaters
- Distribute sweaters
- Promote and publicize
- Plan events
- Create thank you's - on air spots, certificates
- Work with volunteers

#### AIR TIME

Is there air time available for promos before and during the projected dates of the Sweater Drive?

- During prime time?
- During children's programming?
- During other times as available?
- If you have a radio station in your facility, is there air time for sweater drive promos?

#### FACILITIES

- Where will you collect sweaters — at the station or somewhere else?
- Where will you store them during the campaign?

### COMMUNITY PARTNERS

#### COMMUNITY SERVICE PARTNERS

In past drives, stations have partnered with local community service agencies such as:

- United Way
- Salvation Army
- Goodwill
- The Red Cross
- Homeless shelters
- Women's shelters
- YMCA
- School service groups
- Churches, mosques, synagogues
- Scout troops
- Fraternities or sororities

#### CORPORATE PARTNERS

- Your station's underwriter for *Mister Rogers' Neighborhood* or other children's programming?
- Others who might contribute funds?
- Provide other media for publicity?
- Serve as collection points or distribution agents?

#### VOLUNTEERS

Possible use of adult or youth volunteers, especially for collecting and sorting.

#### RESPONSIBILITIES

What responsibilities will your community partners have?

- Sweater collection
- Sweater distribution (including identifying agencies and/or physical distribution of goods)
- Publicity
- Events

## II. MAKING IT HAPPEN

Here are some ideas we've heard about that have worked for other stations. We hope they'll be helpful for you as you implement the Sweater Drive. Read through the list and see what fits for you. You might also find ways to adapt these to your station or your community. Call us if we can help. We'd love to hear what works for you.

### #1 GET READY!

- Read the materials in this toolkit for your *Mister Rogers' Neighborhood Sweater Drive*.
- Find photos and logos in the media room of our website at [www.fci.org/media](http://www.fci.org/media)

#### WHEN TO TIME THE DRIVE

We're leaving the dates for this Sweater Drive up to you. Some stations are implementing it before the Holidays when people in their area seem to be in a "giving" mood. You know your community best, so do it whenever it seems right to you.

#### HOW YOUR STATION WILL PARTICIPATE

Determine with your colleagues how your station will participate in the *Mister Rogers' Neighborhood Sweater Drive*.

- Contact your local United Way, Goodwill, Salvation Army, or other social services agency with whom you may want to partner for assistance. Determine your working arrangement and set a date.
- Consider approaching local businesses to help sponsor the sweater drive. This would be a good time to make a list of potential sponsors such as local department or clothing stores, dry cleaners, or utility companies.

### #2 GET SET!

- Start contacting local businesses who could be potential sponsors.
- Announce the Sweater Drive and the partnership with your local United Way, Goodwill, Salvation Army, or other social service agency.
- Distribute information to calendar sections of local publications with longer lead deadlines.
- Contact local mayor's office to secure participation to help kick off the sweater drive with your mayor donating the first sweater (potential publicity event).
- Plan the timing for collection and distribution. For example: kick off the sweater drive with an event (such as collecting the first sweater from a local politician or celebrity); decide how many weeks for the collection; hold a wrap-up event to showcase the distribution of the sweaters.

### #3 GO!

- Finalize all details — distribute flyers to stores, community bulletin boards, newsletters, etc.
- Finalize publicity plan and implement plans for sweater drive kick off.
- Start airing video promotional announcements.
- Create radio public service announcements for commercial and public radio stations.
- Distribute press releases and generate press coverage to build awareness.

### III. PUBLICITY & PROMOTION

Your station is performing a wonderful public service. From the kick-off through the end of the Sweater Drive, this event provides unlimited public relations potential for your station and Sweater Drive partners with photo opportunities and positive media coverage.

*“All of us, at some time or other, need help. Whether we’re giving or receiving a sweater, each one of us has something valuable to bring to this world. That’s one of the things that connects us as neighbors — in our own way, everyone is a giver and a receiver”*  
— Fred Rogers

When we first began the Sweater Drive to celebrate the 25th anniversary of the Neighborhood series on PBS, Fred Rogers paid special attention to the language that would be used to publicize this project.

While it may be tempting to publicize this as a project for “the needy” or “those who are less fortunate,” the basic message of *Mister Rogers' Neighborhood* is that everyone has strengths - whether they're giving or receiving. Someone who needs a sweater to keep warm may be “rich” in other ways - and someone who is able to donate a sweater may have other needs. Fred was careful to say, “Bring sweaters for people who can’t afford them and need sweaters to keep warm.” We hope that as you publicize this project, you'll keep in mind that no matter if we're giving or receiving a sweater, we all have needs...and we all have strengths.

#### HELPFUL HINTS

##### INVOLVE LOCAL BUSINESSES IN PUBLICITY AND PROMOTION

The *Mister Rogers' Neighborhood Sweater Drive* opens the door to approach local businesses to be prospective partners and sponsors in this Drive. There is a tremendous public relations benefit for these potential sponsors. They can be part of a high-profile community service project, without having to implement all the details.

Here are some ideas:

##### 1) Major local department store or leading local apparel retailer

- Support the Sweater Drive in its advertising.
- Point-of-purchase signs in the store(s).
- If the retailer can't work with you for the entire Sweater Drive time, suggest a specific time, like one week.
- Customers bring in their “gently worn” sweaters to the store and get a discount off the purchase of a new sweater.

##### 2) Dry Cleaner

- Serve as collection site.
- Donate its services to clean the collected clothing.
- Imprint Sweater Drive logo on their cleaning bags.

##### 3) Local gas or electric utility

- Include Sweater Drive information with station logo on inserts in monthly utility bills.
- Use utility branch offices as collection locales.
- Chair a drive to encourage other local businesses to publicize and endorse the sweater drive with their employees.

##### 4) Coffee shops & cafes, bagel or donut shops

- Serve as collection site.
- Offer a free cup of coffee to everyone who brings in an article of clothing to donate.

##### 5) Local fabric/yarn stores

- Sponsor a knitting session.
- Offer free knitting class to sweater donors.
- Give discount on a “sweater start-up” kit (yarn and needles) for sweater donors.

(continued on page 5)

(Helpful Hints continued from page 4)

## ENGAGE MEDIA OUTLETS

### 1) Local radio station(s)

If you don't have a "sister" radio station, you could consider a commercial radio station that reaches different audiences. As a media partner, the radio station could provide on-air promotional announcements, include the sweater drive collections and promotions on live remotes, and use the local on-air celebrities to help collect sweaters.

### 2) Your station's website

Publicize the Sweater Drive on your website and link to your partnering agency/business websites. There are lots of creative ways to use your website to let people know about your events and projects.

## SWEATER DRIVE KICK OFF — BEGIN WITH A BIG BANG!

Launch your Neighborhood Sweater Drive with a special event to help call attention to the campaign. This may provide you with a strong vehicle for local media coverage.

- Approach your mayor with the request to proclaim the month in which your Sweater Drive will occur as *Mister Rogers' Neighborhood Sweater Drive Month* or *Join (CALL LETTERS) To Be a Caring Neighbor Month*.
- Plan a press conference with the mayor's office to announce this drive with the presentation of the first sweater donation from the mayor. Invite local celebrities, sports figures, or media personalities.
- Mr. McFeely could visit your station for a kick-off (or culminating) event.

## KEEP THE MOMENTUM GOING

To help maintain interest in the sweater drive, think about posting a "campaign board" (ala the United Way thermometer), using a large sweater that you can fill in with paint as you collect sweaters and other clothing. This sign could be posted either in front of your station, or with your call letters set up at City Hall. This could be very effective if your station is not in a highly-trafficked area and if the mayor participated in the kick-off.

## Mid-point Event

You may want to consider a special event midway through the sweater drive to boost interest. The goal of this event could be to encourage and prompt people to come to the station (or a local community service agency) to drop off their donations. If you have a local professional or college sports team, enlist the help of team players for a day to be on hand to help collect the clothing and sign autographs.

## Have Fun

Have a social event (that could also double as a station fundraising event) that would be a take-off on the old Sock Hop and host a Sweater Hop. People must wear sweaters and bring a sweater to donate.

## INVOLVE CHILDREN

The Sweater Drive is a wonderful opportunity for children and their families to work together.

- It's an outreach project from your station that children can relate to and actually participate in.
- It's also a project that lets them feel they have something valuable to offer — a sweater or some other clothing to help someone keep warm.
- If your station has a Kids' Club, maybe there's some way to involve them. You could plan an event where members could bring a sweater as a contribution.
- Coordinate with schools to have a collection among students.
- A scout troop or children's club at a church or synagogue could do this as a service project.

## DON'T FORGET THE THANKS

Fred Rogers often said that "thank you" is the most important phrase in any language. You know how much people like to be thanked for their support and hard work. Your thanks reminds them of how valuable they are to you and to the community.

Use our "Mr. McFeely" thank-you promo and run it after your sweater drive deadline.

Create your own thank-you promo. Show on camera some of the people who were involved: the volunteers, sponsors, head of the local United Way agency or whoever helped with distribution, staff at your station, the mayor, local celebrities, or sports figures who were involved. We all know people love to see folks they know on television.

We've included a certificate of appreciation for the volunteers, which you can make copies of or make one of your own.

## SAMPLE PRESS RELEASE

### YOUR LOGO HERE

(Station) PROVIDES WARMTH IN (City) Neighborhoods  
With The *MISTER ROGERS' NEIGHBORHOOD* Sweater Drive

(Dateline, city/state)...(station call letters) will team up with (a local agency) to sponsor a sweater and clothing drive as a tribute to Fred Rogers and his example of being a caring neighbor. The drive will begin on (date) and run for (number of weeks) until (end date). To help launch this community service, (note any special kick-off event).

During the Neighborhood Sweater Drive, members of the community are asked to donate new or gently worn sweaters, as well as other clothing. Receptacles to collect the sweaters and other clothing will be (provide details of drop off). Partners who are joining with (station call letters) to sponsor this community-wide *Mister Rogers' Neighborhood* Sweater Drive include (list of partners/sponsors and their role in the sweater drive).

"*MISTER ROGERS' NEIGHBORHOOD* personifies a place where caring and consideration for others instills good feelings in all of us," said (station manager). "These messages and the wonderful values that children learn from the program and from Fred Rogers are timeless. Fred Rogers' cardigan sweater has come to represent the gentle spirit, warmth, and nurturing of the Neighborhood," (she/he) continued.

"All of us, at some time or other, need help," said Fred Rogers, "and whether we're giving or receiving a sweater, each one of us has something valuable to bring to this world. That's one of the things that connects us as neighbors—in our way, everyone is a giver and receiver."

All of Fred Rogers' original sweaters were knitted by his mother. Each year she knitted a dozen sweaters, and at Christmas, she gave one to family and close friends. To help set the tone for a "comfortable" visit with his young viewers, Fred Rogers decided to put on a sweater and change into sneakers as a way to help children settle in for the half-hour program. One of his sweaters is on display at the Smithsonian Institute.

"This is such a fitting tribute to Fred Rogers and *Mister Rogers' Neighborhood*. We are pleased to help evoke 'the caring neighbor feeling' to help promote the sweater drive," said (main sponsor spokesperson). "People need warmth, aid and assistance through the year," (he/she added).

*Mister Rogers' Neighborhood* continues to be broadcast on PBS stations around the country. It airs on (station call letters) weekdays at (times). *Mister Rogers' Neighborhood* is the longest-running program on PBS, and one that is beloved by children, parents and educators. As much today as when it began, Fred Rogers' unique approach to using television has been revolutionary in the industry. The pace of the Neighborhood series, which gives viewers time to reflect and comprehend, is more important for today's children than ever.

As TV Guide has said, "TV is all about coveting, but *Mister Rogers' Neighborhood* is about appreciating what you already have, about caring for others and seeing the best in them."

Family Communications, Inc., the Pittsburgh, PA-based non-profit corporation, was founded in 1971 by Fred Rogers. The company continues to carry on his legacy through developing a wide range of materials for young children, their families, and the professionals who support them. Visit our websites at: [www.fci.org](http://www.fci.org) and [www.pbs.org/rogers](http://www.pbs.org/rogers).

## SWEATER DRIVE PROMOS

*This is copy for promos featuring Mr. McFeely that are available for your use and will be fed by PBS. Stay tuned for scheduling information. You might want to produce promos using your station's talent or local celebrities.*

### Promo #1:

I'm Mr. McFeely, from Mister Rogers' Neighborhood.

You know, every day on Mister Rogers' Neighborhood, Mister Rogers zips up his comfortable sweater, but not everyone has a sweater. In fact, some people don't even have enough clothes to keep them warm.

If you have an extra sweater, would you consider donating it to someone who might need it? Your friends at this PBS station will make sure that your sweaters will be delivered to people who can really use them.

We hope you'll be part of the Mister Rogers' Neighborhood Sweater Drive. Thank you and Speedy Delivery!

### Promo #2:

I'm Mr. McFeely, from Mister Rogers' Neighborhood with a Speedy Delivery message.

Everyone at one time or another needs some kind of help. There are people in your community who need help staying warm. If you have an extra sweater, would you consider donating it to someone who might need it? Your friends at this PBS station will make sure your sweaters are delivered to people who can use them.

We hope you'll be a part of the Mister Rogers' Neighborhood Sweater Drive. Thank you and Speedy Delivery!

### Thank-You Promo:

Hello, I'm Mr. McFeely. Thanks to all of you who helped make the Mister Rogers' Neighborhood Sweater Drive a real success. Your generosity has warmed the outsides—and insides—of many grateful people. From everyone here in our Neighborhood and from all your friends in public television, we thank you very much.

## SWEATER “YARNS”

Here are some stories about Fred Rogers and the sweaters on “Mister Rogers’ Neighborhood.” You can use them in your program guide or send them to your local media to add color to their stories about the Mister Rogers’ Neighborhood Sweater Drive. They’ll make great sidebars, too.

### 1) Did you ever wonder why Mister Rogers changes to sweater and sneakers when he comes in the door?

Fred Rogers understood the powerful intimacy of the medium of television and always referred to *Mister Rogers’ Neighborhood* as a “television visit” with his viewers. As he stops by his “television house” to “visit,” he changes out of his work day clothes (his jacket and tie) into his more comfortable sweater and sneakers to help create a more relaxing atmosphere.

That beginning ritual also gives children a predictable opening with some time to settle in. It provides them with a transition, so they’re ready to look and listen when he starts to show something or talk. Also, because zipping a sweater and tying shoes are skills that young children are just learning to do, Mister Rogers sometimes uses that opportunity to talk about those skills and how difficult they can be for young children. He’s also deliberately careful about hanging up his clothes and putting his shoes away, letting children see that we are responsible for things that belong to us.

### 2) Did you ever wonder where Fred Rogers got all those sweaters for his program?

There’s a warm and caring “home spun” quality about the Neighborhood programs, not just in Fred Rogers’ welcoming manner and in his homey living room set. It’s there in the closetful of sweaters, a tradition that grew out of hand-knit gifts from his mother – a fashion statement that has come to mean, “Won’t you be my neighbor?”

Nancy McFeely Rogers was known for her generosity, especially around Christmas time. Fred often talked about her traditional holiday gift of 12 sweaters that she knit each year. “She would say, ‘What kind do you all want next year?’” said Rogers. “She said, ‘I know what kind you want, Freddy. You want the one with the zipper up the front.’” The twelve sweaters

included one for Fred, his wife, and two sons, and his sister, her husband, and two sons, and a few others who were close to the family. “You always knew what was going to be in one of the boxes,” he would add with a smile.

### 3) Which is the most famous Fred Rogers’ sweater?

*Mister Rogers’ Neighborhood* has played a remarkable role in the emotional and social education of three generations of American children. Along the way, Fred Rogers became a permanent part of American popular culture. The Smithsonian Institution has acknowledged that accomplishment by including in its collection of Americana a Mister Rogers’ “trademark” — one of his signature sweaters from the program. The bright red sweater (made, like almost all of Fred’s sweaters, by his mother) is on display in the Smithsonian’s National Museum of American History in Washington, D.C., along with the red slippers from “The Wizard of Oz,” Archie Bunker’s easy chair, and the set from the M\*A\*S\*H television series. Smithsonian staff at one time reported that the Mister Rogers sweater is one of the most requested items by tourists.

Fred Rogers even had a sweater to match a Crayola crayon. When the Binney & Smith factory in Easton, PA (where the Neighborhood video showing how people make crayons was produced) was about to make its 100 billionth crayon, they invited Fred Rogers to pour the wax. This particular “blue ribbon” Crayola crayon, a limited edition, matched the color of a sweater they gave him.

And when Fred Rogers was named Celebrity Captain of the Pittsburgh Penguin hockey team, in celebration of the 75th anniversary of the National Hockey League, he delighted the hockey fans by ice-skating out to the center of Pittsburgh’s Mellon Arena where he received a standing ovation — and a hockey sweater from the team.

## IV. WHAT OTHERS HAVE DONE

Since the *Mister Rogers' Neighborhood Sweater Drive* began, millions of sweaters have been collected and distributed to as far away as Tajikistan. Here are two in-depth stories, along with some other creative ways stations have conducted their sweater drives.

### KRMA/DENVER

KRMA/Denver decided to be the main collection point as well as the distributor of the clothing. Its building was well located to be a collection point. Having people come by to donate increased station visibility in the community.

- 1) Staff started by researching agencies to receive sweaters. They originally chose three agencies, then had to expand to five when the number of sweaters surpassed their estimates.
- 2) Staff secured donations of large cardboard collection boxes from a company and placed them in the station lobby. They were also placed in four stores of a video/CD chain.
- 3) A media partner was selected - a kids-oriented radio station which contributed air time for promotion.
- 4) KRMA reserved their own air time for campaign promos as follows:
  - 3 per week during prime time;
  - 3 per week during children's programming;
  - 3 per week during ROS (Rotation of Schedule).
- 5) KRMA staff created news releases and other print ads which ran prior to opening and during the campaign.
- 6) As sweaters were dropped off in the station lobby, they were collected and brought to the studio for storage. They were then packaged in large plastic bags/25 garments to the bag without attempts to sort by size or color. On weekly trips to the collection boxes outside the studio, the staff picked up the clothing left there and brought it to the station for storage and bagging. The sweaters were not cleaned by the station; almost everyone cleaned the clothing before donating it.
- 7) After the campaign ended, KRMA staff drove the sweaters to the agencies and dropped them off for distribution by the agency.

\* \* \* \* \*

KRMA collected over 5,000 sweaters in a campaign which generated a lot of positive feedback from the community, station members and station staff. The collection days ran from November 18 - December 18. The budget was minimal for in-house graphics, duplication and mailing of a news release and flier. The campaign was very successful in achieving the goal of having an immediate and significant impact on the community while "signaling its value."

*"The Sweater Drive is a great way to position our station as a caring and contributing institution based on the trademark of Fred Rogers' sweater. You might say that this is co-branding at its finest."*

– Trudy Fowler, KRMA

## BLUE RIDGE PUBLIC TELEVISION

WBRA/ROANOKE WSNB/NORTON  
 WMSY/MARION

Blue Ridge Public Television did a somewhat lower-key campaign with less direct involvement by station staff. With a coverage area of 11,000 square miles, they were looking for a way to make the drop-off points as convenient as possible for donors. In addition, its studios are in an out-of-way location which didn't seem suited to be a major collection point.

Roanoke decided to partner with a local power company which was already an underwriter. WBRA saw this as a value-added offer to the company. The power company handled both collection and distribution of the sweaters.

WBRA delivered collection boxes to the power company's central office. These boxes were donated by a local manufacturer, and WBRA affixed a "Sweater Drive" flier to each box. The company distributed them to their branch offices. (There were 18 locations.) Each power company branch office selected a charity in its own community and then delivered the sweaters directly to that charity. The power company was listed as an underwriter for the campaign in all print and on-air promotion. The promotion consisted of the station program guide, some fliers and station air time.

### Station responsibilities for the project:

- selecting a partner;
- securing boxes, adding fliers and delivering them to the central office of the corporate partner;
- creating and airing promos (such as the promo created by Family Communications featuring Mr. McFeely, the "Speedy Delivery" man from *Mister Rogers' Neighborhood*);
- creating and placing print ads;
- offering on-air and mailed thank-you's to power company offices and those who donated;
- placing one collection box in the WBRA lobby which resulted in 200 sweaters which were donated to a Salvation Army shelter for abused women and children.

\* \* \* \* \*

**WBRA did not solicit any funding/underwriting money. Expenses were kept to a minimum. The station viewed the project as a community service that also increased its visibility.**

The campaign was about 5 weeks long, beginning in mid-November and ending December 31st. It collected over 2300 sweaters distributed to 18 organizations.

*"This is certainly a win-win situation for everyone — the people who need sweaters benefit, the public has an opportunity to share, and we not only 'look good,' but 'feel good' about our place in the community."*

– WBRA

## STORIES OVER THE YEARS

Here are more stories that we've heard about Sweater Drives around the country. We hope they'll stimulate some creative ideas for your community. We'd love to hear what you've done so we can pass them along to other stations.

- **Iowa PTV and a statewide convenience store chain**  
Iowa PTV partnered with a statewide convenience store chain. Each store had a receptacle for people to drop off sweaters. The Sweater Drive ran for about a month, and approximately 35,000 sweaters were collected statewide. You may want to partner with a statewide chain of stores in your area,
- **South Carolina ETV, their local children's museum, and a sightseeing trolley**  
The EdVenture Children's Museum in connection with South Carolina ETV had Mr. McFeely in town for the opening of the Mister Rogers' Neighborhood Hands-On Exhibit. In conjunction with that visit, the Museum promoted a Mister Rogers Sweater Drive and rented a sightseeing trolley which Mr. McFeely rode in to gather sweaters that had been collected at various elementary schools and child care centers. They also invited the media to ride along. It was a great photo opportunity for both television and newspaper coverage.
- **WGTE and WBGU working together**  
Two overlapping PBS stations in Ohio, Toledo and Bowling Green, joined forces for a Sweater Drive. The final day of the Drive was celebrated in a large community room at a local supermarket. Each commercial television station sent one of their anchors with a symbolic sweater for the Drive – and covered the event.
- **WQED and a sports team**  
At one of the Pittsburgh Penguins hockey games, WQED Pittsburgh had collection boxes for sweaters. Mr. McFeely and George Miles (WQED CEO) came on the ice to present the hockey team with a *Mister Rogers' Neighborhood Trolley* to thank them for helping with the Sweater Drive. Similar events could be done with your local sports teams, even high school or college teams.
- **WVPT and sweaters for their faraway "neighbors"**  
In Harrisonburg, VA, WVPT distributed two-thirds of the more than 4100 sweaters in their local community. They also shipped almost 1700 sweaters off to Tajikistan in central Asia where the winters are long and cold. You might send some of your sweaters off to your "sister city." This is the only time that "global warming" is neighborly!
- **WTIU and a celebrity promo**  
In an early Sweater Drive, the Bloomington, IN station asked Bobby Knight, who was then coach of the Indiana basketball team, to tape a Sweater Drive promo for the station. Several other stations have made promos featuring the mayor, the governor and other local politicians and TV personalities.
- **Mississippi ETV, KETC and unusual collection sites**  
Mississippi ETV rented one of their "Steel Magnolia" trolleys and asked people to come down and help them fill the trolley with sweaters. A local outlet store owner surprised them by donating 1500 sweaters!  
  
KETC, the St. Louis PBS station, arranged to have the kickoff of the Sweater Drive at one of their famous landmarks, the St. Louis Union Station.
- **KNPB and a local dry cleaner**  
The Reno, NV station sent letters to local dry cleaners asking them if they would clean a minimum of 50 sweaters. Ten cleaners responded.
- **MPTV and an elementary school**  
Since 1998, the Milwaukee PBS station (MPTV) collected over 50,000 sweaters. And that's just southeastern Wisconsin! One year a woman donated a dozen hand-knit children's sweaters. A Sweater Drive Committee was formed at an elementary school in the Milwaukee area to help raise social awareness in the students. Special education teacher Jane Tyler said, "The Sweater Drive is another way for the youngsters to understand others' needs."

# Certificate of Appreciation

Presented to



\_\_\_\_\_  
Thank you for your generous participation in our  
Neighborhood Sweater Drive.

*“All of us, at some time or other, need help. Whether we’re giving or receiving,  
each one of us has something valuable to bring to this world. That’s one of the things that  
connects us as neighbors — in our own way, everyone is a giver and a receiver.”*

— Fred Rogers

Place your  
station logo  
here.

**MISTER  
ROGERS’  
NEIGHBORHOOD®**

\_\_\_\_\_  
Station Manager