



What is a Flat Creation Campaign?

In the 2009 season, Team 1987, The Broncobots, started a new campaign called Flat Mammoth. Based on the classic story of Flat Stanley, Flat Mammoth made its way around the country (and the world!) in one plain envelope, accompanied by the spirit of FIRST. Team 1987 has put together this guide to show how to start your own Flat Creation campaign.

Flat Stanley - The Original

The book Flat Stanley, written by Jeff Brown in 1964, tells the story of a young boy named Stanley. One night, the bulletin board in Stanley's room falls, and Stanley is crushed, now flat as a pancake. He can slide through doors, fly as a kite, and pose as a painting on a wall. The most fun thing of all is that now Stanley can be sent through the mail to his friends! The book started a new trend in elementary classrooms. Flat Stanleys were sent from students to friends and family. The first recipient then took Flat Stanley on an adventure, documenting through pictures and letters. Flat Stanley was then mailed on to another friend. In this way, one Flat Stanley could potentially make his way all over the world!

From Flat Stanley to Flat Mammoth

Having already done numerous mailing campaigns to government officials, we decided to start our own Flat Stanley project for the team to reach a bigger audience outside of our area. We took our 2008 robot, The Mammoth, and adapted him to be our own flat project. Our own twist was to make Flat Mammoth into a magnet. Our Flat Mammoths traveled with FIRST-made brochures as well as team-made brochures. In the end, our Flat Mammoths traveled to a local elementary

school classroom, the Missouri House of Representatives, Texas, New Mexico, Arizona, Honduras, and Guam!

How to Make Your Own

The first step is deciding what Flat Character to send. We chose ours based on our robot from the year previous. Using team mascots is a good idea, too. Picking a material for your Flat Character is key. Because it will be mailed, it is essential to pick something small, light-weight, and flat! Next, put together a set of materials to accompany the flat creation. Because this project is meant to encourage science, technology, engineering, and math (STEM), we focused on those informational pages. Our team included brochures made by FIRST, found on the FIRST Resources page. In addition, we created one page with a team biography. specifically discussing how we encourage STEM fields and our role in the community. After we put together each set of mailers, we include a package of stamps so that the next sender must only provide an envelope to send the Flat Creation on!

How to Track

It is important to have an easy tracking process for the Flat Creation campaign. We recommend a website tracking system where pictures and stories can be uploaded.