

NATIONAL DIAPER BANK NETWORK

DIAPER DRIVE TOOLKIT

FOR LOCAL HEROES EVERYWHERE

PLAN

a successful diaper drive

COLLECT

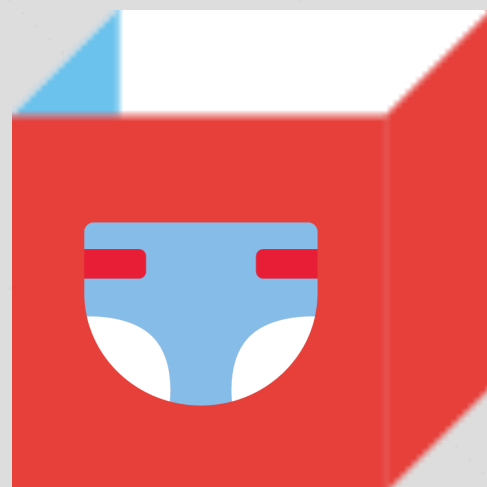
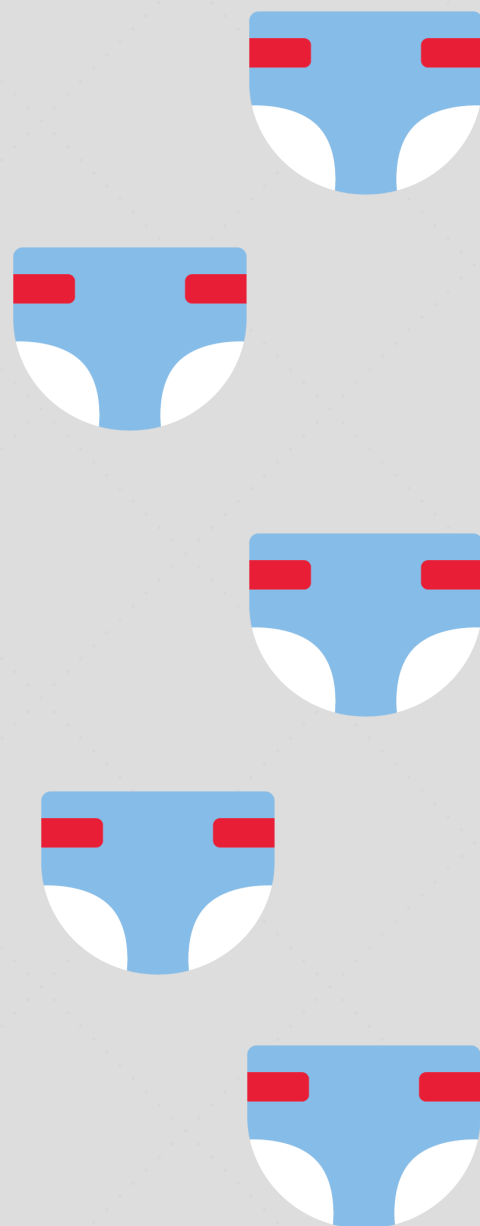
your donated products

GIVE

to your partner
organization



**National
Diaper Bank
Network**



This toolkit includes helpful tips,
handouts, flyers and more!



Thank You from NDBN

Dear Diaper Drive Organizer,

Please accept this heartfelt thanks on behalf of the National Diaper Bank Network for your generous commitment of time and effort to coordinate a community diaper drive for families who experience diaper need.

The number of babies and families who need diapers and other basic needs each month may fluctuate, but thanks to you, there will be not only a generous donation of diapers, but many more people who have learned about what diaper need is and why it is so important to help families who are struggling to keep children happy and healthy.

Your leadership to reduce diaper need is much appreciated. One diaper may not last long, but the effects of raising awareness in your community will hopefully lead to more change.

We hope you enjoy coordinating the drive and will let us know how it goes!

Sincerely,

Susan M. Van Ness

A handwritten signature in blue ink that reads "Susan M. Van Ness".

Chief of Programs



**National
Diaper Bank
Network**

This Toolkit Includes...

Diaper Drive Ideas
Social Media Tips
Social Media Samples
Diaper Drive Checklist
Diaper Collection Form
Diaper Drive Goal Sheet
Fact Sheet Handouts
Diaper Drive Flyers and Signs

Let's Get Started!



Hosting a Diaper Drive



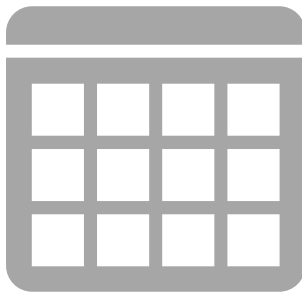
Share Your Plans With NDBN!

We encourage you to contact us if you are hosting a diaper drive. We can help promote your diaper drive and get you connected with an NDBN member in your area who can be the recipient of your collection!



Choose Your Location(s)

Pick a place that is centrally located. A library, school, or local business – gain the support of the community by making it convenient to donate! Selecting a location that is easily accessible will generate greater participation. Label collection bins, and download our drop box flyer!



Decide on a Time Frame

Plan to host your diaper drive for at least a week, or longer so people have enough time to donate. Does it make sense to tie your drive to a holiday, or community tradition? Perhaps you can partner with an already planned event! FYI: Diaper Need Awareness Week takes place at the end of every September.



Get The Word Out

Announce your diaper drive through social media, press releases to local media and post notices (like our fact sheets and flyers we included) near the locations to donate! One of the best ways to advertise is word of mouth so be sure to talk about the drive to anyone and everyone.

Diaper Drive Ideas



Time to Team Up

Hosting a drive with a few friends, coworkers, or family members can really help spread the word and minimize the work load by sharing it among a few people. Grab a helpful hand or two and get started!

Themes

Picking a theme can make your diaper drive standout! Themes can be simple as “Moms helping Moms”, Stuff a Bus, or more creative like a themed dinner dance for diapers!

Locations

Be creative & convenient. There are many ideal locations for a diaper drive.

Some examples are:

- Schools
- Places of worship
- Community Centers
- Offices
- Libraries
- Coffee shops
- Car dealerships
- Gyms
- Grocery stores
- Fire stations
- In lieu of gifts

Party It Up

If you're planning a party, ask guests to bring a pack of diapers as their admission!

- Baby shower
- Block party
- Birthday party
- Cocktail party
- Game night
- Movie night



Make it a Competition

Make your diaper drive fun and engaging! Have a competition and offer small prizes or recognition for the team, class or office that brings in the most diapers! Friendly competition can help spread the word and increase turnout.



Pass The Torch!

Be sure to promote your results to all those who participated and others as well. Use terms like “this time we collected” or “this time we raised...” so people understand there is an ongoing need. Offer support to those who want to host a diaper drive of their own!

Social Media Tips



Get the Word Out

Social media is a highly effective tool to reach a large amount of people in very little time. Take advantage of your online presence and notify as many people as possible to participate in your diaper drive. (Make sure your volunteers are doing the same!)

Facebook

- Create a Facebook "Event" and invite **all** your friends. This is a great way to keep track of interest and to post updates on your collection status. Be sure to share the event with NDBN, as well!
- Share your story (create posts with **all** the diaper drive details or even film a Facebook Live)
- Create a shareable profile picture frame
- Thank donors by giving them a shout out and tagging them in your posts
- Upload plenty of photos and use the universal hashtag #DiaperNeed in your posts

Instagram

- Share pictures of your diaper drive flyer, donations, **EVERYTHING!**
- Utilize the location tagging tool to share your collection sites
- Tag NDBN (@DiaperNetwork) and anyone else you want involved
- Remember to hashtag #DiaperNeed and any other relevant hashtags that may draw interest to your posts



Need some inspiration?
This toolkit includes posts
you can use to get started!




Twitter

- Tweet before, during, and after your fundraiser. Let your supporters know how planning is going, how close you are to your goal, and the results!
- Share a link to your Facebook event, or fundraising page where followers can learn more about your diaper drive and diaper need
- Remember to include the hashtag #DiaperNeed and any other relevant tags in your tweets!





Get personal: Send an Email!

Emails are an incredibly effective tool to utilize throughout your diaper drive. Personalize your message and go into detail on why you are hosting a diaper drive and would like the individual or company to participate. Explain what you are collecting, where, and of course, your goal.

Social Media Samples

 Update status
  Add Photo / Video
  Ask question

I Join me in supporting @The National Diaper Bank Network by supporting my diaper drive! Every baby deserves clean diapers.


 Delhi
  Friends ▼
  Post

- I believe all babies deserve clean diapers. Please show support by donating to my diaper drive! (insert graphic with details on diaper drive)
- Did you know 1 in 3 families struggles with #diaperneed? Please donate to my diaper drive to help change that.
- Small things impact big things. That is why I'm holding a diaper drive on behalf of @DiaperNetwork. Please consider giving today (add time + location details)
- Diaper need is a hidden consequence of poverty. Help me reach my goal today and donate to my diaper drive! Every diaper counts.
- Help make a difference in a family's life today. Donate to my diaper drive that will be taking place in (location)
- #DiaperNeed Fact: Without a supply of diapers, babies cannot participate in early childhood education. Please consider donating to my diaper drive!
- Babies require up to 12 diapers per day, at a cost \$70-\$80 per month per baby – a cost many families cannot afford. #DiaperNeed (insert diaper drive flyer)

Helpful Hint:

Encourage your followers to **share your posts** to reach an even bigger audience!

Follow us on social media for more useful content!



National Diaper Bank Network



@DiaperNetwork



@DiaperNetwork

Diaper Drive Checklist

Follow and mark this 10 point checklist to ensure you have a successful diaper drive.
#DiaperOn!

☐ Partner with an organization

First visit nationaldiaperbanknetwork.org to find an NDBN member in your area. If there isn't one, reach out to agencies such as women's shelters, food pantries, publicly funded child care centers, or health clinics.

☐ Recruit volunteers

Ask friends, family, colleagues, or neighbors to help out!

☐ Set your goals

How many donations would you like to raise? Ask the organization you're donating to what sizes they need most. Develop a way to track your progress. (Use our goal chart!)

☐ Spread the word

Announce your diaper drive via social media, emails, local news outlets, and notices throughout your community. Distribute the diaper need fact sheets in this toolkit. Be active before AND during the drive!

☐ Collect and deliver

Rally the volunteers and deliver your donated diapers to your partner organization. Don't forget to take photos- you'll need them later!

☐ Choose your location(s)

Pick one or more locations that are centrally located and willing to help, like a local business, bank, library, etc. Be sure to label your collection bin (flyer included in this toolkit.)

☐ Select a start and end date

Typically, diaper drives run for one week to a month.

☐ Decide on your theme

Whether it's a Stuff a Bus, a themed party, or a simple diaper drive in your office, choose what works for you!

☐ Set up transportation

Depending on how many diapers are donated, consider what type of vehicle you will need to transport them.

☐ Share your results!

Post pictures on social media and let everyone know (including NDBN) your results! Don't forget to thank donors and volunteers too!

Diaper Collection Form

Use this form to track the amount and sizes of diapers you raise. Be sure to provide this information to the organization you donate to after your drive is done!

Size	Number of diapers
Newborn	
Size 1	
Size 2	
Size 3	
Size 4	
Size 5	
Size 6	
Pullups	
Misc.	
TOTAL	

TOTAL DONATIONS

Number of diapers:

Number of wipes:

Financial contributions:

Your group/organization/name:

Phone number:

Email:

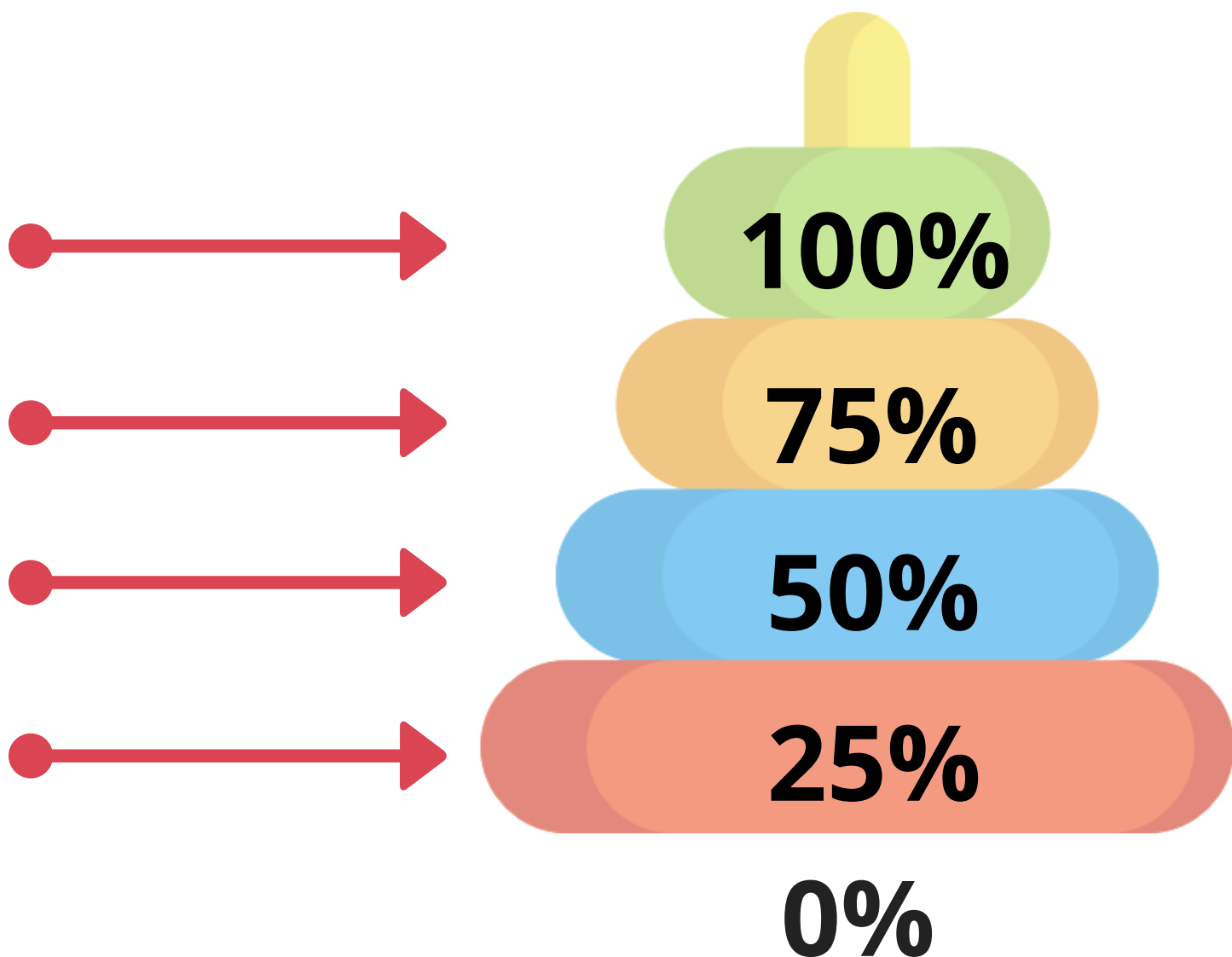
Date:

Diaper bank/program donated to:

DIAPER DRIVE GOAL SHEET

1 in 3 families struggle with #DiaperNeed.
Help a family today and donate a pack of diapers!

Our Goal: _____ Diapers!



All babies deserve clean diapers.

Follow us on social media:

Facebook: [NationalDiaperBankNetwork](#)

Twitter: [@DiaperNetwork](#)

Instagram: [@DiaperNetwork](#)

Join our movement: [#DiaperNeed](#)



**National
Diaper Bank
Network**



founding sponsor

NDBN is a 501(c)(3) organization and donations are tax deductible to the fullest extent of the law.

National Diaper Bank Network

What is the National Diaper Bank Network?

The National Diaper Bank Network (NDBN) is a national nonprofit established in 2011 in partnership with founding sponsor Huggies®. NDBN is the leading authority on diaper need in the United States, working to build strong families and communities.

Our Network

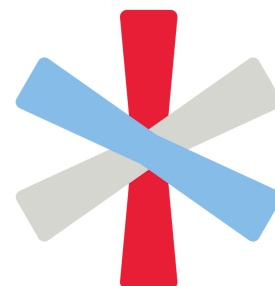
200+	NDBN-MEMBER DIAPER BANK PROGRAMS IN U.S.
279K	BABIES HELPED MONTHLY
225M	DIAPERS DISTRIBUTED SINCE 2011

* OUR MISSION:

To help meet the basic needs of all children and their families which includes access to clean, dry diapers and other material goods.

OUR GOALS

- Elevate national awareness of diaper need
- Support the expansion and capacity of sustainable diaper bank programs in local communities throughout the U.S.
- Build national partnerships to foster the donation and distribution of material basic need items, including diapers.



OUR PROGRAMS

- National Diaper Need Awareness Week
- Diaper Banks in America Conference
- NDBN Lobby Day
- Community Diaper Program Assistance
- Basic Needs Curriculum
- Alliance for Period Supplies

WAYS YOU CAN HELP

SUPPORT NDBN by making a donation at nationaldiaperbanknetwork.org.

All proceeds go towards our mission to help meet the basic needs of all babies and their families.

VOLUNTEER at a local NDBN member diaper bank.

You can find one in your area by visiting nationaldiaperbanknetwork.org.

HOST your own diaper drive and donate the product to a local diaper bank.

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Diaper Need in the United States

What is Diaper Need?

Diaper need is the lack of a sufficient amount of diapers to keep a baby clean, dry, and healthy.

Babies require up to 12 diapers a day, toddlers about eight.

The Numbers

5.2
million

BABIES AND TODDLERS LIVE IN POOR OR LOW-INCOME FAMILIES.

\$70-\$80

AMOUNT DIAPERS COST PER MONTH, PER BABY.

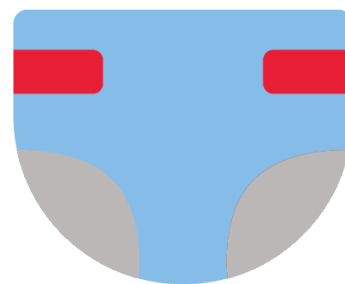
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NUMBER OF FEDERAL PROGRAMS THAT COVER DIAPERS.

*** Diapers are as essential to a child's basic needs as food and shelter. Yet, state and national safety net programs do not recognize diapers as a **basic need**.**

THE CONSEQUENCES OF DIAPER NEED

- Babies who remain too long in a soiled diaper are exposed to potential health risks.
- Most child care centers, even free and subsidized facilities, require parents to provide a day's supply of disposable diapers.
- Many parents cannot go to work or school if they can't leave their babies at child care.



A recent study conducted by NDBN and Huggies® found that parents who struggled with diaper need missed an average of four days of work in a month.¹

¹ As revealed by the Diaper Need and Its Impact on U.S. Families study conducted by the National Diaper Bank Network and Huggies

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Diaper Banks

What is a Diaper Bank?

A diaper bank is a nonprofit group that collects, stores, and distributes free diapers to homeless shelters, food pantries, family service agencies and faith-based organizations. Some are direct service as well.

The Numbers

200+ NDBN MEMBER DIAPER BANKS IN THE U.S.

55% AMOUNT OF DIAPER BANKS RUN SOLELY BY VOLUNTEERS

65 million AMOUNT OF DIAPERS DISTRIBUTED BY DIAPER BANKS (2017)

*** Diaper bank leaders help build strong families and bring the critical issue of diaper need to the forefront of local, state, and national discussions on poverty.**

HOW DIAPER BANKS FUNCTION

- Funds donated to diaper banks enable the direct purchase of diapers through innovative, cost saving programs
- Diaper drives by individuals, communities, and businesses collect diapers to donate to local programs
- Volunteers and employees repackage diapers and perform other essential duties

THE DIAPER GAP

- Households experiencing diaper need are an average of **19 diapers short a month**.
- More than a quarter of families in diaper need rely on diaper banks to help fill that gap.¹



¹ As revealed by the Diaper Need and Its Impact on U.S. Families study conducted by the National Diaper Bank Network and Huggies

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BASICS AREN'T BASIC.*

*They're essential.

Please support our

DIAPER DRIVE

*All funds and diapers donated
in this event will benefit:*

DATE(S):

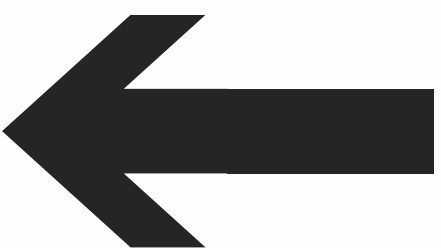
LOCATION(S):

HOSTED BY:

Thank you for helping keep babies clean, dry, and healthy.



DROP DIAPERS HERE.*



* Now feel good for helping keep
babies clean, dry, and healthy.