

Diaper Drive TOOLKIT

CHECKLIST



Let The Village Diaper Bank know about your drive!

We can help you **promote** your drive and speak to your group.



Pick a location – find a convenient spot for people to drop off diapers and label collection area with colorful signage. You can also decide to go virtual and create an online drive [here](#).



Decide on a time frame – consider a fun theme or timing your drive with another event (i.e. holiday giving, Diaper Need Awareness Week, etc.)



Set a goal – goals motivate people to get & stay engaged in your cause. Check in with the DCDB to see what sizes we're most in need of. Develop a way to track your progress (use our chart!).



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 diapers and dollars – keep your group updated on your goal progress!



Share your results! – Post pictures on social media and let everyone know how well you did. Don't forget to thank donors & volunteers too.



Deliver the goods – coordinate a diaper drive drop off with The Village Diaper Bank. Make sure you have a large enough vehicle to handle the haul! If you host an online drive, product will be delivered directly to The Village!

Diaper Drive Ideas

Hosting a drive with a few friends, coworkers, or family members helps minimize the workload by spreading responsibilities across a team and helps spread the word, too! Assemble your dream team, make a plan, and get started!

Themes

Choosing a theme for your diaper drive helps it stand out! Tried and true themes like "Moms Helping Moms" or Stuff the Bus/Squad have been both popular and successful, but feel free to think creatively to come up with your own ideas too!

Locations

Be convenient & creative. Try to pick a location people are already likely to visit to maximize visibility & participation.

Here are some examples:

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



Party Time!

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

- Baby shower
- Bridal shower
- Block party
- Birthday party
- Cocktail party
- Game or Movie night
- PTO event
- Daycare open house
- Holiday party

Competitive Edge

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.

Diaper Need Facts

The Village Diaper Bank Mission

Our mission is to eradicate diaper need to improve the physical, mental, and economic health of the families we serve.

What is Diaper Need?

Diaper need is the lack of a sufficient supply of diapers to keep an infant clean, dry, and healthy. The struggle to afford diapers can lead to serious physical and mental health problems for both babies and parents.

Babies require up to 12 diapers per day, and toddlers need ~8 on average.

Need by the Numbers

- **1 in 3** families struggle to afford an adequate supply of diapers
- **5,000** children in Dane County live below the Federal Poverty Line (FPL)
- **\$75** = average monthly cost of diapers per child
- **0%** of diaper needs are covered by government assistance programs (SNAP & WIC)



DID YOU KNOW...

Most childcare centers, even free or subsidized facilities, require parents to provide a daily supply of diapers. Without diapers, children can't attend daycare meaning many parents and caregivers are forced to miss work or school too.

Health Impacts

PHYSICAL

- Diaper rash (more severe, longer lasting)
- Urinary tract issues
- Increased risk of infections
- Infant irritability & increased crying

MENTAL

- Children's brains build the foundation for attachment, trust, and emotional maturity at just a few weeks old – the stress of being left in a dirty diaper can permanently alter their brains.
- Prolonged crying linked to instances of abuse
- Low self esteem, depression & anxiety in parents

ECONOMIC

- Missed work/school for parents further limiting economic opportunities
- Families cut back on other basic necessities, like food & utilities
- Increased medical costs due to frequent infections

Diaper Bank Facts

The Village Diaper Bank Mission

Our mission is to eradicate diaper need to improve the physical, mental, and economic health of the families we serve.

What is a Diaper Bank?

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

Neighbors Helping Neighbors

- **300 +** diaper banks in the U.S.
- **55%** are run solely by volunteers
- **52 million** diapers were distributed by diaper banks in 2016



DID YOU KNOW...

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.



Donate Funds

We're able to **stretch your dollars** further by buying in bulk!

Choose The Village as the recipient of your corporate giving fund or donate online at www.villagediaperbank.org, on [Facebook](#), or via the PayPal.



Gift Diapers

Host a drive, donate leftover diapers or purchase diapers and other needed items on our Amazon Wishlist at <https://a.co/bKTBfKc>



Raise Awareness

Spread the word about diaper need in our community by sharing posts and using the hashtags **#BeTheVillage**, **#EndDiaperNeed**, and **#NoChildWetBehind** when using social media



@VillageDiaperBank



@TheVillageDiaperBank

Communication



Subject: *Diapers & Dollars Drive*

Sample Email Template



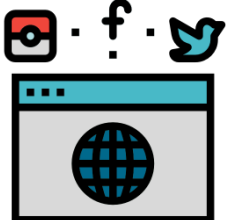
[Group/org name] will be hosting a Diapers & Dollars Drive to benefit The Village Diaper Bank, a nonprofit organization that partners with local service agencies to provide a reliable, monthly stipend of diapers to families. Although diapers are a basic necessity for small children, government programs such as SNAP (fka Food Stamps) and WIC **don't** cover them. For families already affected by poverty, diaper need becomes another barrier to economic stability and leads to negative physical, mental and economic health consequences for the entire family. The need is great, with 1 in 3 families currently struggling to provide an adequate supply of diapers for their children.

Interested in helping?

- Donate through The Village [website](#), [Facebook Page](#) or via cash or check – The Village can stretch your dollar further by ordering in bulk!
- Drop off diapers in [location] – open packages welcome!
- Purchase items from The Village [Amazon Wishlist](#)
- Collect diapers at your next event (Church groups, team events, baby/bridal showers, etc.)
- Raise awareness on social media with the hashtags #BeTheVillage, #EndDiaperNeed, & #NoChildWetBehind
- Volunteer your time sorting, inventorying at packing diapers – you can view available timeslots [here](#).

[INSERT OTHER INFO SPECIFIC TO YOUR DRIVE – GOALS, PRIZES, ETC.]

Sample Social Media Posts



- I believe all babies deserve clean diapers. Please show support by donating to my diaper drive!
- Did you know 1 in 3 families struggle with #diaperneed? Please donate to my diaper drive to help change that.
- Small changes can make a big impact. That is why I'm holding a diaper drive on behalf of @TheVillageDiaperBank. 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)



the village
DIAPER BANK



Diapers & Dollars TALLY SHEET

Use this form to track the dollars & diapers you raise during your drive. Once your event has ended, include this completed form with your diaper delivery or send electronically to megan@villagediaperbank.org. Be sure to share the results and send a nice THANK YOU to all of your supporters!

Size	Quantity
Newborn	
Size 1	
Size 2	
Size 3	
Size 4	
Size 5	
Size 6	
Pull-Ups	
Wipes	
Other	
TOTAL	

Group/Organization Name:

Email:

Phone Number:

Date:

Totals

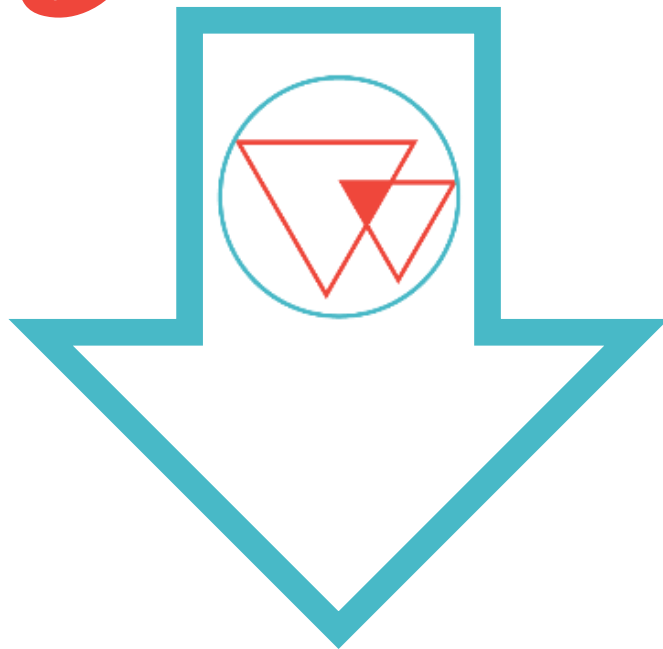
# Diapers	
# Wipes	
\$ Financial Contributions	
# Miscellaneous	



Thank You for your support!



Drop
Diapers
Here



A small change makes a **BIG** difference

Diaper Drive Goals

1 in 3 families struggle with diaper need. Help babies in our community get the supplies they need – donate today!

Our *goal* is diapers.

