

# Diaper Drive Toolkit

FOR LOCAL HEROES EVERYWHERE

## Plan

a successful diaper drive to get diapers to babies in need.

## Collect

donated products.

## Give

to the Diaper Collective to distribute into the community!

THE DIAPER COLLECTIVE  
of Northwest Arkansas



# Information on Diaper Need

Dear Diaper Drive Organizer,

## What is diaper need?

Diaper need is the lack of supply of diapers to keep a baby clean, dry, and healthy. 1 in 2 US families display a need. There is no money allocated to help parents with diapers through WIC benefits.

## What is the diaper gap?

Households experiencing diaper need are an average of 50 diapers short a month. More than a quarter of families in diaper need rely on diaper banks to help fill the gap\*

## What is a diaper bank?

The Family Network diaper bank, the Diaper Collective, is a nonprofit program that partners with other organizations to collect, store, and distribute free diapers to homeless shelters, food pantries, family service agencies and faith-based organizations.

Diaper need forces

**46%**

of families to cut back on essentials including food and utilities.

**1 in 4 (25%)**

Parents/caregivers reported diaper need results in parents missing work and losing wages.

Diaper need is associated with stress and worry

**53%**

parent/caregiver said they felt judged as a bad parent/caregiver because they could not afford diapers.

# Thank you from the Diaper Collective

Dear Diaper Drive Organizer,

The Family Network and Diaper Collective program staff thanks you for your generous commitment of time and effort to coordinate a community diaper drive to help end diaper need.

There are many babies and families who lack diapers and other material basic necessities in in our community. Thanks to you, more diapers will be available to support these struggling families.

Plus, more people will learn about about this critical public health issue, and our collective efforts to end diaper need so that all children and families can thrive and reach their full potential.

Thank you for your effort to help end diaper need. One diaper may not seem like much, but the effects of raising awareness and mobilizing your community around basic needs for families will lead to change.

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

Sincerely,

Audrey Zavaleta  
Executive Director

# This toolkit includes

Hosting a Diaper Drive

Diaper Drive Ideas

Social Media Tips

Social Media Samples

Diaper Drive Checklist

Diaper Collection Form

Diaper Drive Goal Sheet

Fast Facts about Family Network

Diaper Drive Flyers and Signs

## Let's get started!

THE DIAPER COLLECTIVE  
of Northwest Arkansas



# Hosting a Diaper Drive



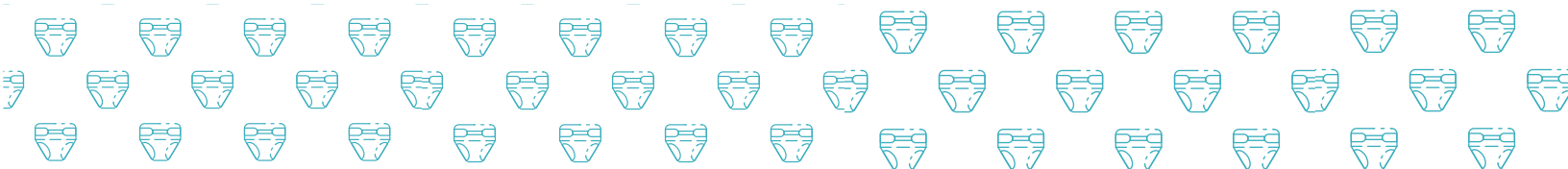
## Share Your Plans with The Diaper Collective

We encourage you to contact us if you are hosting a diaper drive, we can help promote it on our social media!



### Set goals and organize

- It is important to plan from a week to a month for the drive.
- Does it make sense to tie your drive to a holiday or community tradition? Perhaps you can partner with an already planned event! 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.
- Find bins for collection (or ask to borrow ours) and download our drop box flyer on the last two pages of this toolkit! This flyer will explain what the bin is for and how people can donate online if they don't want to drop off diapers.
- Collect frequently needed sizes (pull ups, 5s, and 6s) and use a goal chart to track progress.

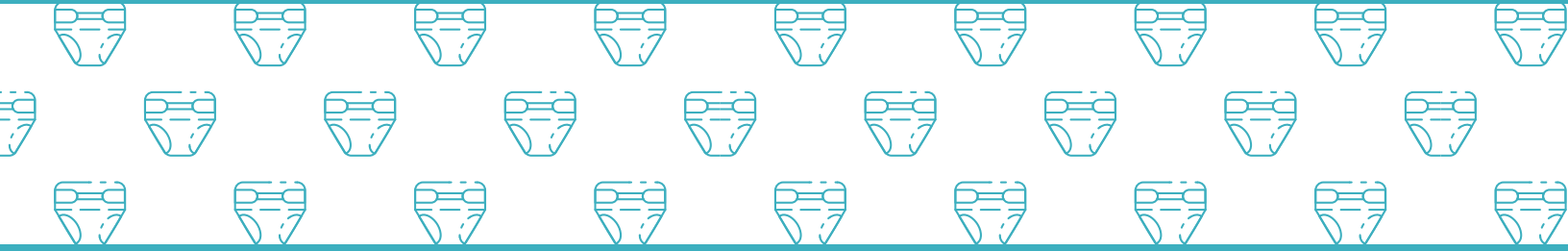


### Get the Word Out

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

# Diaper Collective Diaper Drive Toolkit

## Diaper Drive Ideas



## Time to team up!

Hosting a drive with a few friends, co-workers, or family members can really help spread the word and minimize the workload 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 as simple as Moms Helping Moms, Stuff a Bus, or other creative ideas like a themed dinner dance for diapers!

### 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 Nights

### Make it a competition!

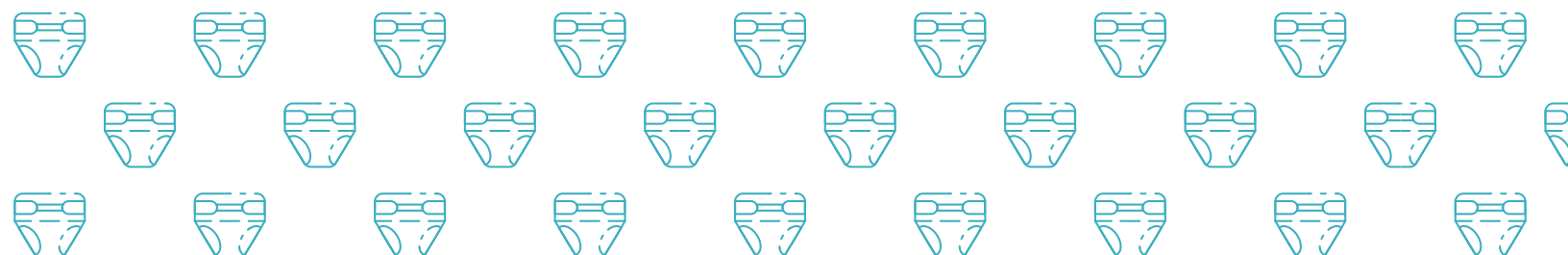
Make your diaper drive fun and engaging! Have a competition and offer small prizes or recognition for the team, class or office that brings in the most diapers! Friendly competition can help spread the word and increase turnout.

### Locations

Be creative and convenient. There are many ideal locations for a diaper drive. Some examples include:

- Schools
- Places of worship
- Community Centers
- Offices
- Libraries
- Coffee Shops
- Car Dealerships
- Gyms
- Grocery Stores
- Fire Stations

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!



# Diaper Collective Diaper Drive Toolkit

## Social Media Tips



## Get the word out!

Social media is a highly effective tool to reach a large number 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!) There are graphic examples in this tool kit on page 9.

## 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 Family Network (@ Family Network Inc.)
- Share pictures of your diaper drive flyer, donations, EVERYTHING
- Share your story (create posts with all the diaper drive details or even record a Facebook Live)
- Thank donors by giving them a shout out and tagging them in your posts
- Upload plenty of photos and use the universal hashtag #EndDiaperNeed in your posts and #thediapercollective

## Instagram

- Share pictures of your diaper drive flyer, donations, EVERYTHING
- Utilize the location tagging tool to share your collection sites
- Tag us @Familynetworknwa
- Use the universal hashtag #EndDiaperNeed in your posts and #thediapercollective

## Get Personal!

Emails are incredibly effective tools 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.



# Diaper Collective Diaper Drive Toolkit

## Social Media Samples

**Follow us on social media:**



@Familynetworknwa



Family Network Inc.

Use this QR code to find premade graphics you can use:  
If you use these, please make a "copy" of them so that  
you can edit your dates, add your companies logo, or  
add anything else that you would like!



**When trying to create a post for your social media page consider using one of these to help build your statuses for awareness!**

- 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 2 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 a 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 (location). #EndDiaperNeed
- #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 of \$70-\$80 per month per baby -- a cost many families cannot afford. #EndDiaperNeed.



# Diaper Collective Diaper Drive Toolkit

## Diaper Drive Checklist

Follow this 9 point checklist to ensure you have a successful diaper drive



### Choose your location

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



### Spread the word

Announce you 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 diaper drive!



### Recruit volunteers

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



### Set up transportation

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



### Select a start and end date

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



### Collect and deliver

Rally the volunteers and deliver your donated diapers to your partner organization. Don't forget to take photos and share them!



### 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!)



### Share your results

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



### Decide on your theme

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



# Diaper Collective Diaper Drive Toolkit

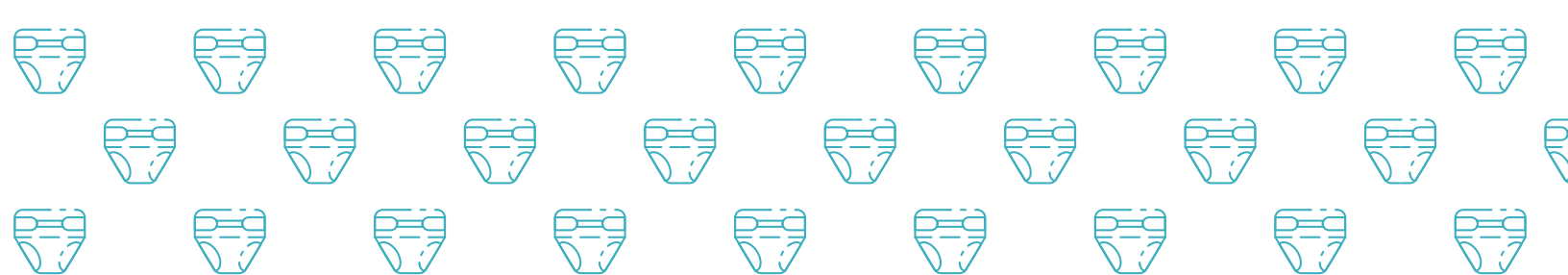
## Diaper Collection Form

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

size	#of diapers
misc	
newborn	
size 1	
size 2	
size 3	
size 4	
size 5	
size 6	
<b>TOTAL</b>	

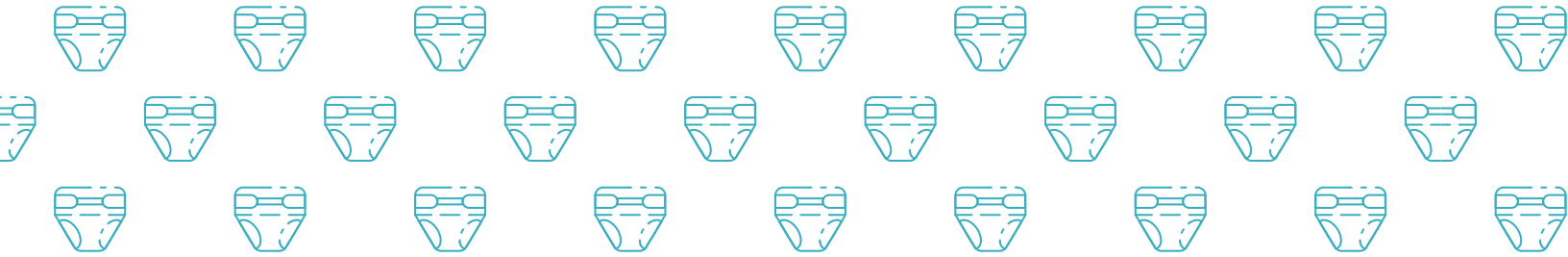
<b>Total Donations:</b>
Number of diapers:
Number of wipes:
Financial contributions:

Phone number:  
Your group/organization/name:  
Email:  
Date:



# Fast facts about... Family Network

THE DIAPER COLLECTIVE  
of Northwest Arkansas



## 2022 Impact

- 1,112** home visits
- 286** child development screens
- 13** parent groups
- 250** community resource referrals
- 834** hours of education and support
- 214,053** diapers distributed
- Over **800** children served monthly
- 3,509** wipes distributed
- 26** zip codes served

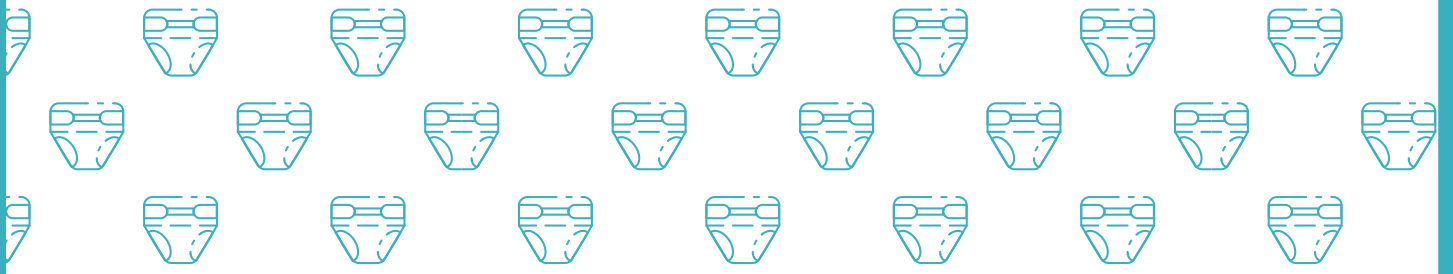
## Our mission/what we we do:

Family Network's mission is to meet the needs of families in Northwest Arkansas for individualized parenting education and family support.

We have three programs: [Healthy Families](#) program is home visiting, a family is able to receive education and support tailored to their own needs.

The [Diaper Collective](#) program is a diaper bank that is working with 19 partner agencies to work toward ending diaper need in Northwest Arkansas and ensure that the babies in this community are clean, healthy, and happy.

[Fatherhood Fire \(Family-focused, Interconnected, Resilient and Essential\)](#) program is providing dads, with education and resources and support through a 12 week course.



# **BASICS AREN'T BASIC.**

They're essential.  
Please support our

## **DIAPER DRIVE**

All funds and diapers donated  
benefit:

THE DIAPER COLLECTIVE  
of Northwest Arkansas



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

# DROP DIAPERS HERE



**1 in 2**  
**families is too many.**

Help end diaper need in Arkansas with

**The Diaper Collective.**

**We especially need  
sizes 5,6, and pull-  
ups**



**Scan here to  
ship diapers  
directly!**