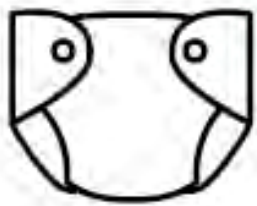
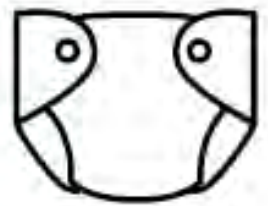


Diaper Drive Toolkit



diaper
bank

of Southern Arizona



Dear Diaper Driver,

Thank you for hosting a diaper drive! Your contributions to the Diaper Bank are uplifting children and adults in your community. You are directly going to be responsible for keeping your neighbors healthy and safe. The success of the Diaper Bank rests on diaper drives like yours to bring diapers in and get the word out. Please contact diapers@diaperbank.org or 520-325-1400 with any questions.

With heartfelt gratitude,



In this toolkit you will find:

- 2 - 6 How to Host a Successful Diaper Drive

- 6 - 16 Advertising Posters, Social Media Captions,
and Email Templates
 - Diaper Drive Advertisements
 - "The Need" and "How to Help" Handouts

- 17 - 19 Goal Tracker and Thank You Card for Donors

How to Host a Successful Diaper Drive

1

Share your plans with the Diaper Bank. We can answer questions, help promote your drive, and share specific sizes needed.

2

Choose dates, location(s) and a goal. You can even choose a theme to make it fun, or center the donation dates around community events. Make sure that the location is a convenient spot for people to drop off diapers. Label collection boxes clearly and colorfully. You can contact the Diaper Bank for boxes if needed.

3

Enlist the community. Promote your drive on social media, in person at events, and with your community. Ask others for help organizing and promoting your drive. Encourage individuals to have friendly competition, and send reminders before, during, and after the drive.

4

Collect! Use the provided Goal Tracker. Coordinate drop-off with the Diaper Bank of Southern Arizona.

5

Thank donors and recap your success! Publicize the drive throughout your community. Send the Diaper Bank a recap so we can publicize your hard work!



Diaper Drive Ideas



Party It Up

If you're planning an event, ask guests to donate as their admission!

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



Themes

Picking a theme can make your diaper drive stand out! Themes can be simple as "Moms Helping Moms", or more creative like a themed social media competition for diaper donations!

Partner Up!

Be creative and convenient! Promote your diaper drive with your community.

A few examples are:

- Schools
- Places of worship
- Community Centers
- Offices
- Libraries
- Coffee Shops
- Car dealerships
- Gyms
- Grocery Stores
- Fire Stations
- In Lieu of Gifts



Make it a Competition

Make your diaper drive fun and engaging! Have a competition between classrooms, teams, departments, etc. and offer small prizes or recognition for the team that brings in the most diapers! Or, challenge another group to host a diaper drive too! Friendly competition can help spread the word and increase turnout



Social Media *Tips and Tricks*

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 the drive status.
- 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!**
- Put the donation link in your instagram bio
- Tag @diaperbanksaz and @DiaperNetwork and anyone else you want involved
- Hashtag #DiaperNeed and other relevant hashtags
- Post on your Instagram story
- Create shareable donation boards via Instagram

Twitter

- Tweet before, during, and after your fundrasier. Let your supporters know how planning is going, how close you are to your goal, and the results
- Share a **link** to the donation page
- Hashtag #DiaperNeed and other relevant hashtags

Feeling **bold**? Request smaller amounts of money from 10, 20, or 50 friends and family members on Venmo, Paypal, Zelle, or Cashapp! Caption "Can you donate \$5 to my diaper drive? I will purchase diapers with this donation to donate to the Diaper Bank of Southern Arizona!"

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 your goal!

10 Quick Ways to Raise \$50

1

Request \$5 from 10 friends on Venmo, Paypal, Zelle, or CashApp!

6

Offer to pick up and drop off coffee or a food take-out order for anyone who donates \$10!

2

Sell 25 cookies, brownies, or baked goods for \$2 each.

7

Send someone a fun GIF, meme, or cute pet picture for every 5 dollars they donate!

3

Ask your favorite coffee shop to place a donation box next to the cash register for 2 weeks.

8

Raffle a prize to everyone who donates by a certain date!

4

Post on your Instagram story or Facebook wall that you need 10 friends to give you \$5 each!

9

Ask 10 friends to give up one extra cup of coffee and donate to your drive instead!

5

Share a funny photo of yourself on Facebook or Instagram for every 5 dollars raised, and a funny video for every \$10!

10

Send 10 emails! asking for \$5 each!

Advertising Templates

Write or type in your drive's information in the posters, then post these in your community and on social media!

Contact the Diaper Bank if you need boxes for donations.

Tag us!

Instagram: @diaperbanksaz

Facebook: @DiaperBankSouthernAZ

Helpful Hint: Encourage your followers to share your social media posts to reach an even bigger audience!

DONATE

DIAPERS HERE



Health.

Families.

Access.

Safety.

Diaper Drive

Empowerment.

Community.

Trust.

Dignity.

It's about
more than
diapers.



Location:

Dates:

Contact:

Items most needed:

Diaper Drive

LOCATION:

DATES:

CONTACT:



**diaper
bank**
of Southern Arizona

1 in 3

American families struggle to afford diapers.

1 in 4

U.S. women struggle to afford period supplies annually.

25 million

Americans struggle with incontinence.

1 in 3

babies are born into poverty in Pima County.

It's about more than diapers.



www.diaperbank.org
520-325-1400
1050 S. Plumer Ave

Facebook:
[@DiaperBankSouthernAZ](https://www.facebook.com/DiaperBankSouthernAZ)
Instagram: [@diaperbanksaz](https://www.instagram.com/diaperbanksaz)

1.3 million

diapers and


150,000

menstrual products distributed each year

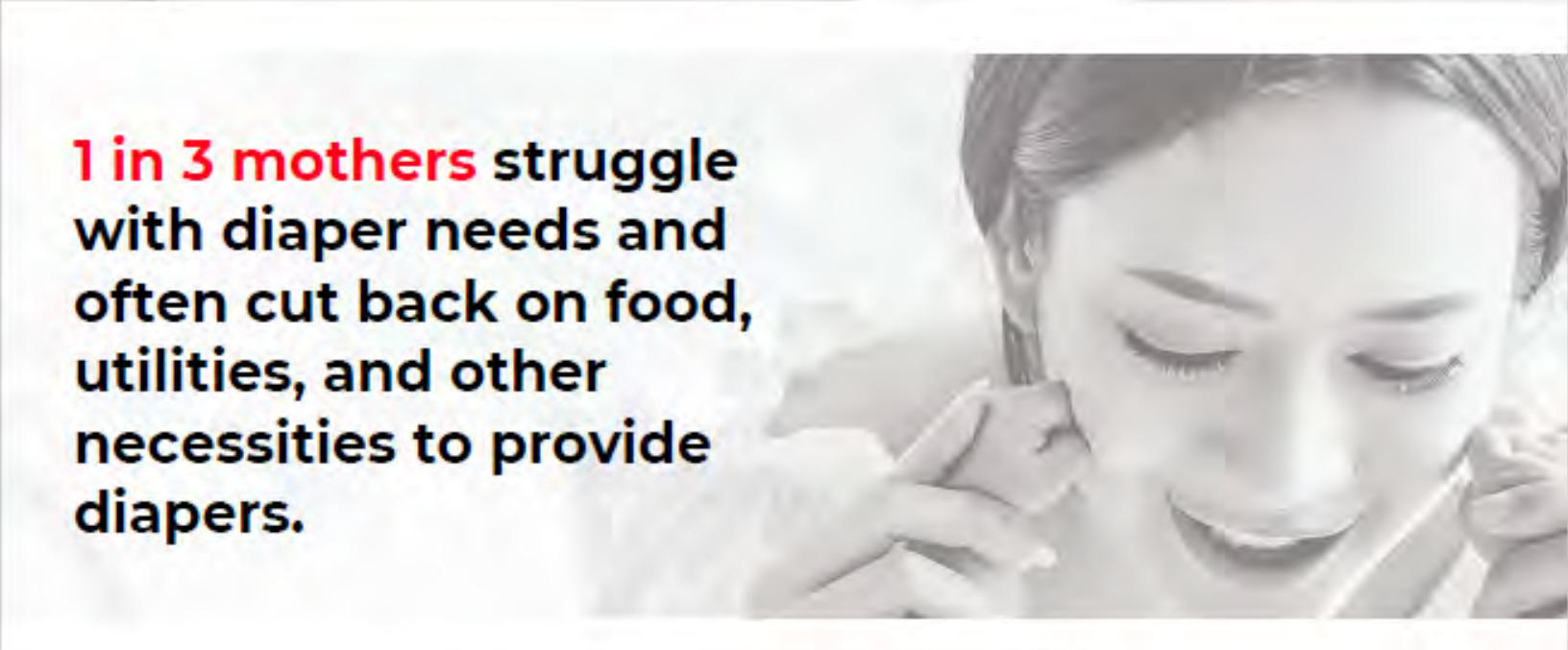
40+

partner agencies in 11 counties


Contact the Diaper Bank for information about receiving or donating products.



1 in 3 children
are born into
poverty in
Pima County.



1 in 3 mothers struggle
with diaper needs and
often cut back on food,
utilities, and other
necessities to provide
diapers.

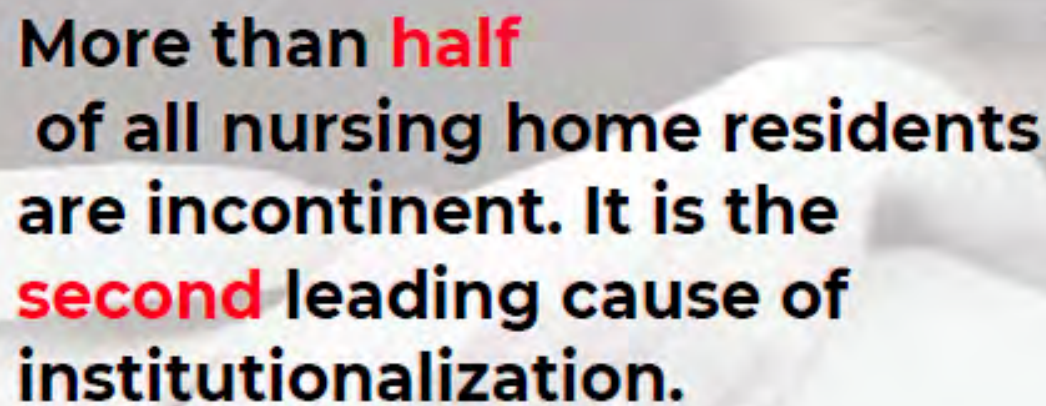


To be eligible to attend
daycare, parents are often
required to supply diapers
for their children.





22% of the products collected and distributed by the Diaper Bank are for adults.



More than **half** of all nursing home residents are incontinent. It is the **second** leading cause of institutionalization.



Many individuals with disabilities are obliged to wear briefs for a variety of reasons.



FAST FACTS about

Diaper Need

IN
THE
U.S.

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 8.

The Numbers.

5.2 million Babies and toddlers live in poor or low income families.

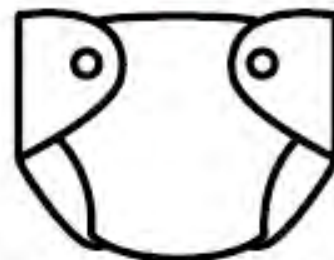
\$70-\$80 Amount diapers cost per month, per baby.

0 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 are soiled too long 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.



4

A recent study by the National Diaper Bank Network and Huggies® found that parents who struggled with diaper need **missed an average of four days of work** in a month.

FAST FACTS about *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.

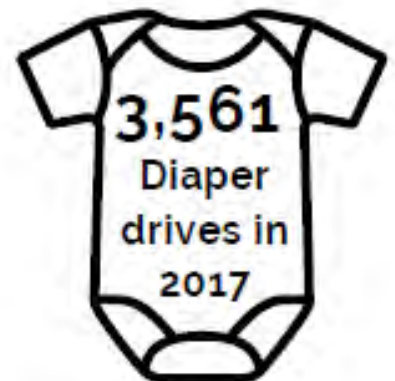
The Numbers.

- 200+** Diaper banks in the U.S.
- 55%** Amount of diaper banks run solely by volunteers.
- 65 million** Amount of diapers distributed 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 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 and perform other essential duties.



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

the **gap**

Social Media *Caption Examples*

Hi there! Please consider donating to my Diaper Drive! In Pima County, 1 in 3 babies are born into poverty. The need is 7 million diapers annually, and the Diaper Bank is the leading supplier of diapers and incontinence supplies in our community. They rely on our donations to meet the need. Thank you!

Diaper Need can result in missing day care which causes families to miss work, diaper rash, stress and sense of failure for parents, urinary tract infections, and choosing between food and diapers. Diapers may be small, but they have a huge impact. Basics are not basic, they're essential. Please consider donating to my Virtual Diaper Drive and uplifting your community.

No family should have to choose between diapers or food. Access to diapers is not just about preventing diaper rash and ensuring children can go to daycare, it is about uplifting our community, restoring dignity to families, allowing adults to live life to the fullest, and providing empowering futures for our children.

I believe all babies deserve clean diapers. Please show support by donating to my diaper drive! .

Small things impact big changes. That is why I'm holding a diaper drive on behalf of @DiaperBankSAZ . Please consider giving today.

Diaper need is a hidden consequence of poverty. Help me reach my goal today and donate to my diaper drive. Every diaper counts!

Babies require up to 12 diapers per day, at a cost of \$70-\$100 per baby, a cost that many families cannot afford. #DiaperNeed

Email Template *Examples*

Hi there!

I am/Organization Name is hosting a Diaper Drive on behalf of the Diaper Bank of Southern Arizona, a non-profit that provides diapers, incontinence, and period supplies to 40+ partner agencies throughout Southern Arizona to support families in need.

Did you know that 1 in 3 families struggle to afford an adequate supply of diapers, which costs about \$70-80 per month and are not covered under programs such as WIC and SNAP (formerly food stamps). In addition to health risks, without a supply of diapers babies cannot participate in early childhood education. Your support will go a long way to ensuring that all children get a healthier and empowering start on life.

The Diaper Drive will take place from (dates), and you can donate at (location). Items most needed are (sizes)

(Add additional information, prize incentives, and goals as applicable)

Thank you in advance!

Example Add-Ons

We would like to extend the offer to your organization to match employee donations up to a certain amount, to then be promoted by us and the Diaper Bank.

Additionally, my employer will be matching donations up to (enter amount)!

My organization has a team goal of (enter amount) and I have a personal goal of (enter amount). It would mean so much to me if you could help me reach my goal!

You can also (Venmo, Cashapp, Paypal, or Zelle) me at (Username) and I will use those funds to purchase diapers to donate!

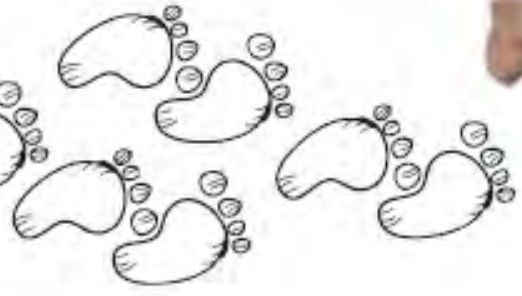
Goal Tracker and Thank You Card

Write or type in your drive's goal in the goal tracker, then draw, mark, or display where your drive is on your path to reach your goal!




♥ every ♥
diaper counts

Goal:



Thank You 

POWERING OUR MISSION 
EMPOWERING OUR COMMUNITY

