

Virtual Diaper Drive Toolkit

Thank you for hosting a virtual drive! Your contributions to the Diaper Bank are uplifting children and adults in your community, and keeping families healthy and safe.

Make sure you have access to the corresponding Virtual Diaper Drive Google Folder! This is where you can download all of the templates to add your own information and to post to your own social media.

In this toolkit you will find:

- 2 - 3 How to Host a Virtual Drive and A Guide to Donor Perfect

- 4 Virtual Diaper Drive Ideas

- 5 - 6 Social Media and Fundraising Tips

- 7 - 18 Social Media Templates and Infographics
 - Virtual Drive Advertisements
 - Fundraising Templates
 - The Need Infographic Handouts
 - How to Help
 - Goal Trackers
 - Thank You Card for Donors



How to Host a Virtual 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 and goals. You can even choose a theme to make it fun, or center the donation dates around community events.

3

Encourage community members to create individual or team fundraising pages on your DonorPerfect page.

4

Promote your virtual drive on social media, in person at events, and with your community. You can send email blasts via DonorPerfect. Encourage individuals to promote the drive, have friendly competition, and send reminders before, during, and after the drive.

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!

A Guide to

- Your DonorPerfect page is where people can donate to your virtual drive and where everyone can see your progress. The Diaper Bank of Southern Arizona will ask you for relevant information and set up your Organization (and Individual if needed) Page for you. All you do is share the link!
- You will have an **Organization Page**. You can track your progress here. You can choose to make Individual Pages within your Organization Page.
- **Individual Pages** allow participants to set their own unique fundraising goals. These are useful if you are making your drive a competition or you have subgroups (such as classrooms within a large school drive). These individual fundraising goals will contribute to your overall Organization Page goal. If you want to set up your own individual page, contact the Diaper Bank and we will make it for you!
- Regardless of if people donate to the organization or individual page, the donation supports your overall virtual drive.

Organization Page



Organization Name → Vail School District
Diaper Drive

Organization Goal → \$0 of \$20,000 Goal

Thank you for your support!
0 supporters

[Create my own fundraising page](#)

The Vail School District is helping the Diaper Bank of Southern Arizona to kick off Diaper Need Awareness Week with another incredible 1st year, students at all 21 Vail schools raised over 100,000 diapers in 10 days for families in need right here in Southern Arizona.

Please select the school you wish to be credited in the Diaper Drive.

[Vail School District](#)
[Andrada Polytechnic High School](#)
[Carrizosa High School](#)

Individual Page



Individual Name → ANDRADA POLYTECHNIC HIGH SCHOOL

Organization Name ← Vail School District
Diaper Drive

Individual Goal ← \$0 of \$10,000 Goal

Thank you for your support!
0 supporters

[View Organization's Page](#)

Donation

Amount

\$100.00 \$200.00 \$500.00 Other

Virtual Diaper Drive Ideas

Party It Up

If you're planning a virtual 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 (using the DonorPerfect website!) and offer small prizes or recognition for the team, class, or office that brings in the most money! Friendly competition can help spread the word and increase turnout



Social Media *Tips and Tricks*



- 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



- 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



- 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 or Cashapp! Caption "Can you donate \$5 to help me reach my goal of \$50?". Then, donate the money to your page yourself

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 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 page 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!

Social Media Templates

Download the following templates and ready-to-share from the "Virtual Diaper Drive" Google Drive, in the "Templates to Download" folder.

Edit with your drive's information.

Contact the Diaper Bank if you need but do not yet have access to this Google Drive folder.

Tag us!

Instagram: @diaperbanksaz

Facebook: The Diaper Bank of Southern Arizona

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

BASICS AREN'T BASIC.*
***THEY'RE ESSENTIAL.**

**PLEASE SUPPORT OUR
VIRTUAL DIAPER DRIVE**

Name Here

Link: _____

Dates: _____

Contact Information: _____

Stay home. Stay safe.
Triple your impact.



Health Families Heroes Safety
Virtual Diaper Drive
Empowerment Community Trust Dignity

It's about
more than
diapers.



Link:

Dates:

Contact:

*Virtual
Diaper Drive*
NAME HERE

Link:

Dates:

Contact:

for every \$1
donated, the
Diaper Bank
can purchase \$3
worth of diapers



Name Here
Virtual Diaper Drive

Link:

Dates:

Contact:



for every \$1 donated,
the Diaper Bank
can purchase \$3
worth of diapers



Link to donate to my Diaper Drive in caption.



Virtual Diaper Drives let the Diaper Bank stock sizes that are needed most.

every \$1 contributed gives the Diaper Bank \$3 to use to buy diapers.

Stay home Triple your impact.

Link to give to our virtual diaper drive in caption.



1 DIAPER DONATED IN PERSON =



1 diaper

COST OF 1 DIAPER DONATED VIRTUALLY =



3 diapers

Stay home. Stay safe. Triple your impact. Link to donate in caption.



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

For every 1 dollar donated, The Diaper Bank can buy 3 dollars worth of diapers.

Stay home. Stay safe. Triple your impact. Link to donate in caption.





The annual diaper need in southern Arizona is about **7 million diapers**. The Diaper Bank is able to annually provide about **1.3 million**.

Babies use **10+** diapers per day, at a cost of **\$100+** per month.



Programs like food stamps and WIC **CANNOT** be used for diapers.



Stay home. Stay safe.
Triple your impact.
[Link to donate in caption.](#)



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

1 in 3 mothers struggle with diaper need 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.



Stay home. Stay safe.
Triple your impact.
[Link to donate in caption.](#)

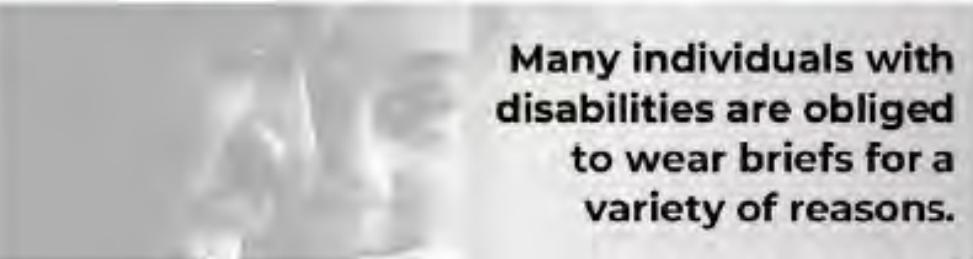


22% of the products collected and distributed by the Diaper Bank are for adults.

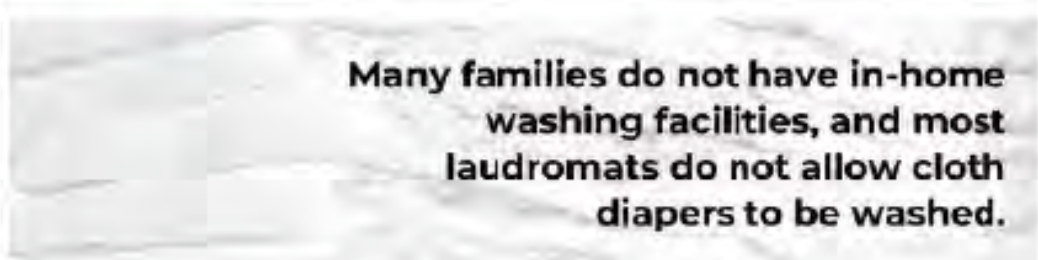
More than **half** of all nursing home residents are incontinent. It is the **second** leading cause of institutionalization.



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



Stay home. Stay safe.
Triple your impact.
[Link to donate in caption.](#)



Many families do not have in-home washing facilities, and most laundromats do not allow cloth diapers to be washed.

Many childcare and adult daycare facilities require disposable diapers.



Adult supplies are not readily available or affordable in cloth.



Stay home. Stay safe.
Triple your impact.
[Link to donate in caption.](#)



Ways to Help



Donate diapers, incontinence, or period products or financially



Donate your vehicle

Help transport diaper and period product distributions or donations!



Host a virtual diaper drive!



Attend a Diaper Bank event



Become an Ambassador

Ambassadors use their skills to connect the Diaper Bank to their community and gain an invaluable network of interested individuals! Anyone can be an ambassador, from a high school student to a CEO, because everyone has something to contribute!

Volunteer

Volunteers can work in the warehouse bundling diapers and period products, in the office, or more!



Become a follower

Follow @diaperbanksaz and @accessperiodaz on Instagram. Like The Diaper Bank of Southern Arizona on Facebook!



Thank You

POWERING OUR MISSION ♥
EMPOWERING OUR COMMUNITY



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.
- 1 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 discussion 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.



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

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.

Social Media Caption Examples

Hi there! Please consider donating to my Virtual Diaper Drive! In Pima County, 1 in 3 babies are born into poverty. Virtual drives not only allow the Diaper Bank to triple your dollar by buying diapers in bulk, but also let them use your donation to meet the greatest need! Thank you!

The estimated need in Pima County is 7 million diapers annually. Diaper need affects your neighbors. Donating the commercial cost of one diaper allows the Diaper Bank of Southern Arizona to purchase 3 diapers by buying in bulk. #stayhome and Triple your Impact.

Diaper Need can result in babies missing day care, families missing work, diaper rash, urinary tract infections, parental stress and sense of failure, 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!

Did you know 1 in 3 families struggle 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 @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 dollar is tripled, and every dollar counts.

Help me make a difference in a family's life today. Donate to my diaper drive!

#DiaperNeedFact: Without a supply of diapers, babies cannot participate in early childhood education. Please consider donating to my diaper drive!

Babies require 8 to 12 diapers per day, at a cost of ~\$110 per baby per month, a cost that many families cannot afford. #DiaperNeed

Email Template *Examples*

Hi there!

I am/Organization Name is hosting a Virtual 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 \$110 per month and is not covered under programs such as WIC and SNAP (aka 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 towards ensuring that all children get a healthy and empowering start on life.

The Virtual Drive will take place from dates. For each dollar the Diaper Bank receives, they can purchase \$3 worth of diapers!

(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 be promoted by us and the Diaper Bank of Southern Arizona.

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!

every diaper counts
diaper bank

Goal:

20% 40% 60% 80%

Let's start strong!

every diaper counts
diaper bank

Goal:

20% 40% 60% 80%

Good job!

every diaper counts
diaper bank

Goal:

20% 40% 60% 80%

Keep it up!

every diaper counts
diaper bank

Goal:

20% 40% 60% 80%

Over halfway there!

every diaper counts
diaper bank

Goal:

20% 40% 60% 80%

So close!

every diaper counts
diaper bank

Goal:

20% 40% 60% 80%

Great job! We did it!

Download the goal trackers on the Virtual Drive Google Drive folder

Edit with your own personal goal and post updates to your social media at each milestone to motivate your supporters!