



# *How to* **HOST A PRODUCT DRIVE**



**ARIZONA**  
**Diaper Bank**

*Dear Diaper Driver,*

Thank you for hosting a product drive! Your contributions to the Diaper Bank are uplifting children and adults in the Central Arizona community. You are directly going to be responsible for keeping your neighbors healthy and safe. The success of the Diaper Bank rests on community drives like yours to bring products in and get the word out.

Please contact **[phx.programs@diaperbank.org](mailto:phx.programs@diaperbank.org)** and **[diapers@diaperbank.org](mailto:diapers@diaperbank.org)** with any questions.

**With heartfelt gratitude,**



Review this document for more information  
on how to host a successful drive!

Scan the QR code below to access our  
**Diaper Drive and Period Product Drive Toolkit**  
which has promotional flyers and  
more information on the issues we address.







# HOW TO HOST A SUCCESSFUL PRODUCT DRIVE

1

## **Share your interest in hosting a drive with the Diaper Bank.**

We can answer questions, help promote your drive, and share specific sizes needed. Please direct any emails to [engagement@diaperbank.org](mailto:engagement@diaperbank.org)!

2

## **Choose dates, drop-off location(s), and set a goal.**

Choose a theme to make it fun or plan the drive around community events. Make sure that the drop-off location is a convenient spot for people to bring their donations. 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, at in-person events, and within your community. Make it a team effort by asking others to help you organize and promote your drive.

4

## **Collect!** Use the Goal Tracker to track your drive's progress.

Please use the "Incoming Product Form" to track the type and quantity of products. Once your drive is over, you may drop off your collection at any of our community drop-off locations (see page 8).

5

## **Thank donors and recap your success!**

Publicize the drive throughout your community. Send the Diaper Bank a recap & photos so we can publicize your hard work!

# PRODUCT 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 drive standout! Themes can be simple as "Daughters Helping Daughters", or more creative!

## Partner Up!

Be creative and convenient! Promote your 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



## Participate in an Existing Campaign

- Collect period products during our Love. Period. Campaign in February or Period Poverty Awareness Week in May.
- Collect baby diapers during our Annual Baby Diaper Drive from September - December or Diaper Need Awareness Week in September.
- Collect adult incontinence products during World Incontinence Week in June.





# 30+ IDEAS FOR YOUR DRIVE!

## **GAIN SUPPORT FOR YOUR DRIVE AND INVOLVE LOTS OF PEOPLE**

- Teams and committees have more fun, and it will be helpful if you have someone to toss ideas around with.
- Offer your team members incentives for helping with the drive.
- Bring your team to the Diaper Bank to learn more about the drive.
- Invite the Diaper Bank to come and talk to your agency about how your drive will impact the community.

## **SET GOALS FOR YOUR DRIVE**

- Create a chart, or “thermometer” to track your progress.
- Set a per employee/person goal of 100 diapers (a one-week supply for infants).
- Set a goal to stuff the office or a company vehicle.
- Host a kick-off event to advertise your drive and your goals.

## **SHARE INFORMATION ABOUT THE DIAPER BANK AND THE DIAPER NEED**

- Download information from the Online Diaper Drive Kit and post them around your community, office, social media, etc.
- Email and post daily facts about the Diaper Bank.
- Read Diaper Bank testimonials at your meetings.

## **PROVIDE INTERNAL INCENTIVES**

- Department, group, and team competitions. Maybe a pizza party for the winner.
- The team that brings in the most size \_\_\_ diapers wins a secret prize.
- Buy prizes for winners.
- Provide discounts for diapers. Last year, a pizza company gave a \$1 discount to anyone who brought in a package of diapers.

## **INVOLVE YOUR COMPETITION OR PARTNERS**

- Challenge your business competition to a diaper drive competition.
- Challenge neighboring businesses/clubs or other groups to a competition.
- Build collective goals for a larger drive.
- Host challenge events where you update your clients and the public on your drive competition.

## **ADVERTISE YOUR DRIVE**

- Advertise in your newsletter.
- Send flyers home.
- Place flyers around your building.
- Add a reminder about your drive to your email signature.
- Put it on your letterhead for one month every year (this way you can make an annual commitment).
- Put a “yard sign” out in front of your business or home.
- Create a social media event for your drive on Facebook.
- Post on your organization's social media accounts

## **SHARE YOUR PROGRESS**

- Take pictures of your collection area and share them with others. Including the Diaper Bank!
- Have team members do a daily count and announce over your intercom system or e-mail your progress.
- Use a “thermometer” poster to track your progress and post in a prominent area.
- Add a “diaper drive” section to your website where you track your progress.
- Update your social media sites with your progress.

## **ENCOURAGE AND GATHER FINANCIAL CONTRIBUTIONS DURING YOUR DIAPER DRIVE**

- Have your company make a donation for each new account opened during the drive, or for each unit of sales, etc.
- Gain a matching contribution if your company has this program. We can easily estimate the dollar value of the diapers your company collects. If your company wishes to do a corporate match, we are happy to buy the diapers for you - at wholesale!
- Place a cash/change contribution jar in the break room. Those pennies and dimes add up fast.
- Pass out donation envelopes (available at Diaper Bank) to all involved.

# SOCIAL MEDIA TIPS & TRICKS

## General Tips:

- Use these hashtags to boost your drive's publicity: #EndDiaperNeed, #MoreThanADiaper, #EndPeriodPoverty, # and the location your drive is taking place (ex. #phoenix, #tempe, etc.)
- Tag the Arizona Diaper Bank in your posts. We'd love to see and share all your hard work!
- Thank your donors and tag them in a post revealing your drive's success!



## @thearizonadiaperbank

- 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.
- Create posts with your drive details.
- Film a Facebook Live while picking up donations.
- Upload plenty of photos!



## @azdiaperbank

- Share pictures of your diaper drive flyer, donations, EVERYTHING!
- Put a donation link in your Instagram bio.
- Post on your Instagram story.
- Film an Instagram Live.

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 drive? I will purchase (insert product you are collecting) with this donation to donate to the Arizona Diaper Bank!"





# 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

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

4

Post on your Instagram story or Facebook 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

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

10

Send 10 emails! asking for \$5 each!

# SOCIAL MEDIA CAPTION EXAMPLES

In Maricopa County, 1 in 4 children live at or below the Federal Poverty Line. The Arizona Diaper Bank is the only dedicated diaper bank in Maricopa County that provides free diaper supplies. They rely on our donations to meet the need, so please consider donating to my diaper drive. Thank you!

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

12:15



**Diaper Bank  
Supporter**  
@dbsupporter

2 in 5 U.S. women struggle to afford period products each month, and 1 in 3 low-income women report missing school, work, or a similar event due to lack of access to period products. Tampons and pads may be small, but they have a huge impact. Please consider donating to my Period Product Drive!



One small act can make a huge impact. That is why I'm holding a diaper drive on behalf of @azdiaperbank. Every \$1 raised allows them to purchase \$3 worth of diapers, so donate today!

**Tip:** Make your caption brief, informative, and engaging. People will be more likely to donate to your drive when they learn how essential these products are for individuals and families.



# EMAIL TEMPLATE



Hi there!

I am hosting a diaper drive on behalf of the Arizona Diaper Bank, a non-profit that provides diapers, incontinence, and period supplies to over 20 partner agencies throughout Maricopa County.

Did you know that 1 in 3 families struggle to afford an adequate supply of diapers, which costs up to \$107 per child 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!

# Contact Us!

## Phoenix

### **Warehouse Address:**

405 N 75th Ave, Suite 168, Bldg. 3  
Phoenix, AZ 85043

### **Email:**

[phx.programs@diaperbank.org](mailto:phx.programs@diaperbank.org)

### **Phone Number:**

(602) 715-2629

## Tucson

### **Warehouse Address:**

1050 S Plumer Ave, Tucson, AZ 85719

### **Email:**

[diapers@diaperbank.org](mailto:diapers@diaperbank.org)

### **Phone Number:**

(520) 325-1400



ARIZONA  
**Diaper Bank**





**THANK  
YOU!**

**We couldn't do this  
work without you!**