

# Diaper Drive Toolkit

FOR LOCAL HEROES EVERYWHERE

## Plan

a successful diaper drive

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## Collect

donated products

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## Give

to Diaper Bank of Skagit County



# Thank You from UWSC!

Dear Diaper Drive Organizer,

United Way of Skagit County (UWSC) thanks you for your generous commitment of time and effort to coordinate a community diaper drive to help end diaper need. Living in our community are babies and families who lack diapers and other material basic necessities. Thanks to you, more diapers will be available to support struggling families. Plus, more people will learn 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.

Your leadership to help end diaper need is much appreciated. One diaper may not last long, but the effects of raising awareness and mobilizing your community will lead to change.

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

Sincerely,



Jennifer Lindbeck  
Program Manager



# This Toolkit Includes

Hosting a Diaper Drive

Social Media Tips

Social Media Samples

Diaper Collection Form

Diaper Drive Goal Sheet

Fact Sheet Handouts

Diaper Drive Flyers and Signs

## Let's Get Started!



# Diaper Drive Toolkit

## Social Media Tips



### Get the Word Out

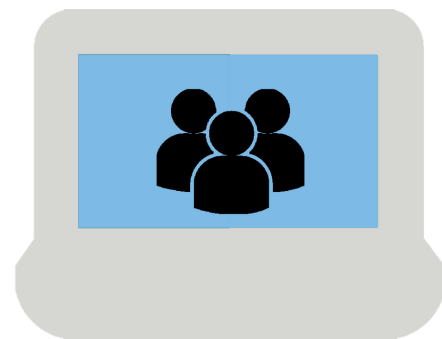
Social media is a highly effective tool to reach a large number of people in very little time. Take advantage of your online presence and notify as many people as possible to participate in your diaper drive. (Make sure your volunteers are doing the same!)

### 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 Diaper Bank of Skagit County (@diaperbanksagit).
- Share your story (create posts with all the diaper drive details or even record a Facebook Live)
- Create a sharable 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 #EndDiaperNeed in your posts

### Instagram

- Share pictures of your diaper drive flyer, donations, EVERYTHING
- Utilize the location tagging tool to share your collection sites
- Tag DBSC (@diaperbanksagit)
- Use hashtags like #EndDiaperNeed and #DiaperOn



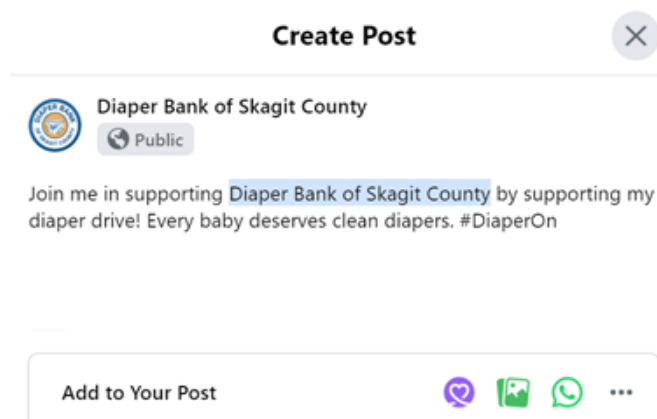
### Twitter

- Tweet before, during, and after your fundraiser. Let your supporters know how planning is going, how close you are to your goal, and the results
- Share a link to your Facebook event, or fundraising page where followers can learn more about your diaper drive and diaper need
- Remember to include the hashtag #EndDiaperNeed and personal hashtags for your diaper bank

### Get Personal: Send an Email!

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.

# Social Media Samples



- 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 3 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 @diaperbanksagit. 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.

Follow us on social media:

@DiaperBankSkagit



@DiaperBankSkagit



@UnitedWaySkagit



# Diaper Collection Form

Use this form to track the number and sizes of diapers you collect. Be sure to provide this information to your contact at Diaper Bank of Skagit County after your drive is done!

Size	Number of diapers
Newborn	
Size 1	
Size 2	
Size 3	
Size 4	
Size 5	
Size 6	
Pullups	
Misc.	
<b>TOTAL</b>	

## Total Donations:

Number of Diapers:

Number of Wipes:

Financial Contributions:

Your group/organization/name:

Phone number:

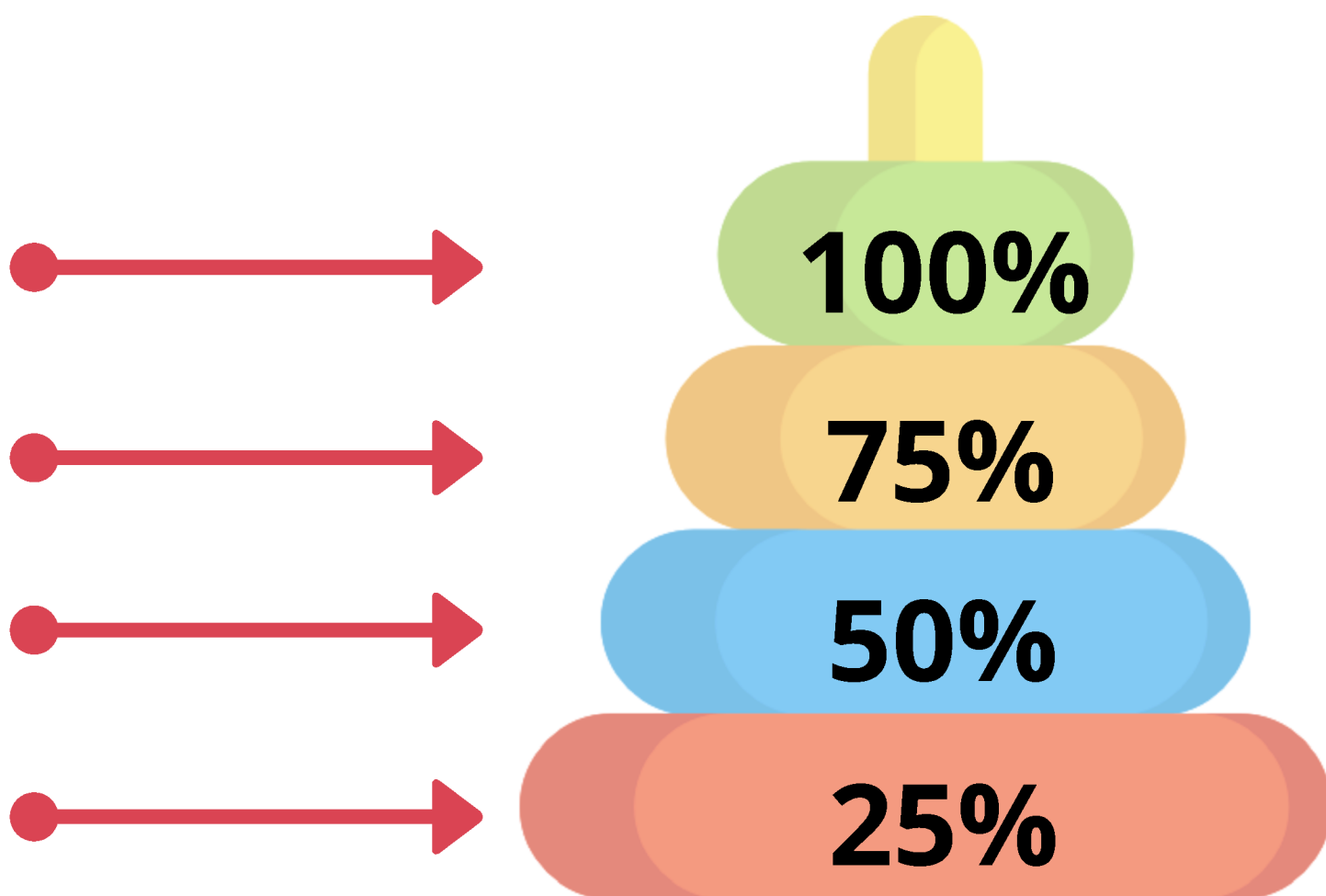
Email:

Date:

Diaper Bank of Skagit County Contact:

1 in 3 families struggle with #DiaperNeed.  
Help a family today by donating a box of diapers!

Our Goal: \_\_\_\_\_ Diapers!



Follow us on social media:

@DiaperBankSkagit

@DiaperBankSkagit

@UnitedWaySkagit



DBSC is a 501(c)(3) organization and donations are tax deductible to the fullest extent of the law.

# Fast Facts about... Diaper Bank of Skagit County

## About Diaper Bank of Skagit County

Diaper banks collect, store and donate diapers to a network of partner agencies who distribute free diapers to families facing financial hardship. Diaper banks rely on the generosity of the community for financial and diaper donations. Acting together, individuals, diaper banks, faith-based institutions, service providers, businesses, organizations, and elected officials can get diapers to all babies in need.

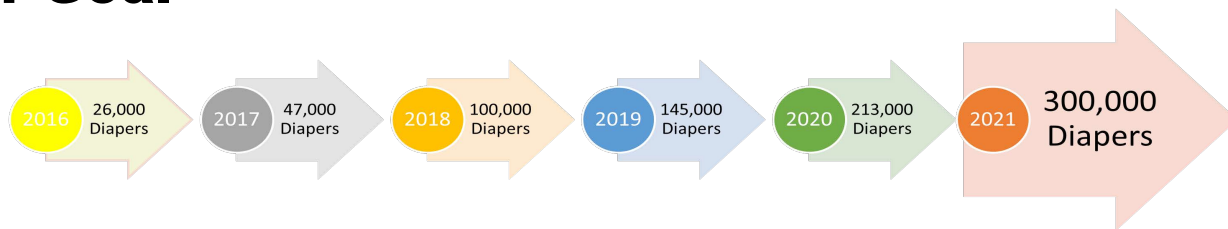
### Why Diapers?

Diapers are material basic necessities all children require, as essential as food, shelter, and clothing. Yet, most state and national safety-net programs do not recognize diapers as a basic need.

## Our Mission

To ensure that families living in poverty have an adequate supply of diapers for their infants and toddlers; to raise community awareness that “basic human needs” include diapers and that these needs are not being met for children living in poverty; and to advocate for policy reform so that diapers are included in the definition of and provision for the “basic human needs” of families.

## Our Goal



## Ways You Can Help

SUPPORT DBSC by making a donation at [www.diaperbanksagit.org](http://www.diaperbanksagit.org)

All proceeds go towards our mission to help meet the basic needs of babies and their families.

VOLUNTEER at the Diaper Bank of Skagit County.

HOST your a diaper drive and donate the product to Diaper Bank of Skagit County.

Follow us on social media:

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@DiaperBankSkagit

@UnitedWaySkagit



A Change for Better Health



United Way  
of Skagit County

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# Fast Facts about... Diaper Need in the United States

## 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 eight.

## The Numbers

5M

Babies and toddlers live in poor or low-income families.

\$70-\$80

Average monthly cost of diapers per child.

0

Number of federal programs that cover the cost of diapers.

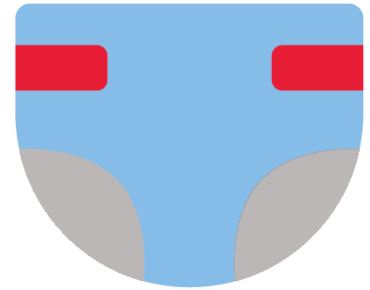


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## The Consequences of Diaper Need

- Babies who remain too long in a soiled diaper 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



A recent study conducted by NDBN and Huggies found that parents who struggled with diaper need missed an average of four days of work a month.\*

\*As revealed by the Diaper Need and Its Impact on U.S. Families study conducted by the National Diaper Bank Network and Huggies

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**VOLUNTEER** at the Diaper Bank of Skagit County.

**HOST** your a diaper drive and donate the product to Diaper Bank of Skagit County.

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@DiaperBankSkagit



@UnitedWaySkagit



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# BASICS AREN'T BASIC.

They're essential.

Please support our

# DIAPER DRIVE

All funds and diapers donated benefit:

Date(s):

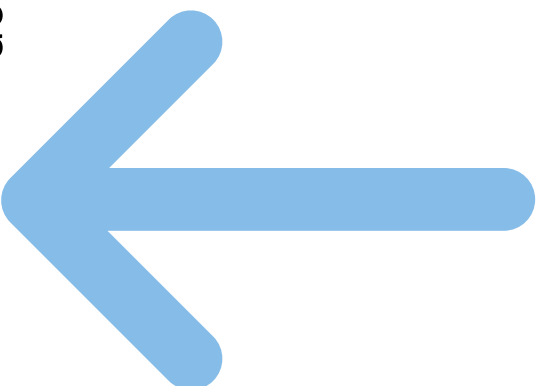
Location(s):

Hosted by:

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



# Drop Diapers Here



Now feel good for helping keep  
babies clean, dry, and healthy.



*A Change for Better Health*

