THE NAPPIE PROJECT DIAPER BANK

DIAPER DRIVE TOOLKIT

FOR LOCAL HEROES EVERYWHERE

PLAN

a successful diaper drive

COLLECT

your donated products

GIVE

to your partner organization
Share Your Plans With The Nappie Project!

We encourage you to contact us if you are hosting a Diaper Drive. We can help promote your Diaper Drive and get you connected with a Nappie Project Board member to offer support!

Choose Your Location(s)

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. Label collection bins, and download our drop box flyer!

Decide on a Time Frame

Plan to host your diaper drive for at least a week, or longer so people have enough time to donate. Does it make sense to tie your drive to a holiday, or community tradition? Perhaps you can partner with an already planned event! FYI: Diaper Need Awareness Week takes place at the end of every September.

Get The Word Out

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

THE NAPPIE PROJECT.ORG - thenappieproject@gmail.com
Diaper Drive Ideas

Time to Team Up
Hosting a drive with a few friends, coworkers, or family members can really help spread the word and minimize the work load 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 simple as “Moms helping Moms”, Stuff a Bus, or more creative like a themed dinner dance for diapers!

Locations
Be creative & convenient. There are many ideal locations for a diaper drive. Some examples are:
- Schools
- Places of worship
- Community Centers
- Offices
- Libraries
- Coffee shops
- Car dealerships
- Gyms
- Grocery stores
- Fire stations
- In lieu of gifts

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 night

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.

Pass The Torch!
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!
Social Media Tips

Get the Word Out

Social media is a highly effective tool to reach a large amount 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 NDBN, as well!
- 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!
- Utilize the location tagging tool to share your collection sites
- Tag NDBN (@DiaperNetwork) and anyone else you want involved
- Remember to hashtag #DiaperNeed and any other relevant hashtags that may draw interest to your posts

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 #DiaperNeed and any other relevant tags in your tweets!

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 of course, your goal.
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 @The Nappie Project. Please consider giving today (add time +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 in (location)

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 $70-$80 per month per baby – a cost many families cannot afford.

#thenappieproject (insert diaper drive flyer)

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

Follow us on social media for more useful content!

* National Diaper Bank Network  
* Network  
* @DiaperNetwork

THE NAPPIE PROJECT.ORG -thenappieproject@gmail.com  
NATIONALDIAPERBANKNETWORK.ORG - INFO@DIAPERBANKNETWORK.ORG
Diaper Drive Checklist

Follow and mark this 10 point checklist to ensure you have a successful diaper drive. #DiaperOn!

☐ Partner with an organization
First visit nationaldiaperbanknetwork.org to find an NDBN member in your area. If there isn't one, reach out to agencies such as women's shelters, food pantries, publicly funded child care centers, or health clinics.

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

☐ Recruit volunteers
Ask friends, family, colleagues, or neighbors to help out!

☐ Select a start and end date
Typically, diaper drives run for one week to a month.

☐ 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!)

☐ Decide on your theme
Whether it's a Stuff a Bus, a themed party, or a simple diaper drive in your office, choose what works for you!

☐ Spread the word
Announce your 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 drive!

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

☐ Collect and deliver
Rally the volunteers and deliver your donated diapers to your partner organization. Don't forget to take photos - you'll need them later!

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

THE NAPPIE PROJECT.ORG - thenappieproject@gmail.com
Use this form to track the amount and sizes of diapers you raise. Be sure to provide this information to the organization you donate to after your drive is done!

<table>
<thead>
<tr>
<th>Size</th>
<th>Number of diapers</th>
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<tbody>
<tr>
<td>Newborn</td>
<td></td>
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<tr>
<td>Size 1</td>
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<td>Size 2</td>
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<td>Size 6</td>
<td></td>
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<tr>
<td>Pullups</td>
<td></td>
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<tr>
<td>Misc.</td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
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</table>

**TOTAL DONATIONS**

- Number of diapers:
- Number of wipes:
- Financial contributions:

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

Diaper Bank/program donated for:

THE NAPPIE PROJECT.ORG - thenappieproject@gmail.com
Our Goal: _______ Diapers!

1 in 3 families struggle with #DiaperNeed. Help a family today and donate a pack of diapers!
HELP MAKE A CHANGE.  
SUPPORT OUR 

DIAPER DRIVE

All money and diapers donated in this event will proceed to:

DATE(S):

LOCATION(S):

HOSTED BY:

THE NAPPIE PROJECT.ORG -thenappieproject@gmail.com

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

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

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DROP DIAPERS HERE!
1 in 3 moms struggles to provide enough diapers for her baby.

Please participate in our DIAPER DRIVE

All money and diapers donated in this event will proceed to:

DATE(S):

LOCATION(S):

HOSTED BY:

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