

# Diaper Drive Toolkit

FOR LOCAL HEROES EVERYWHERE

## Plan

a successful diaper drive

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## Collect

donated products

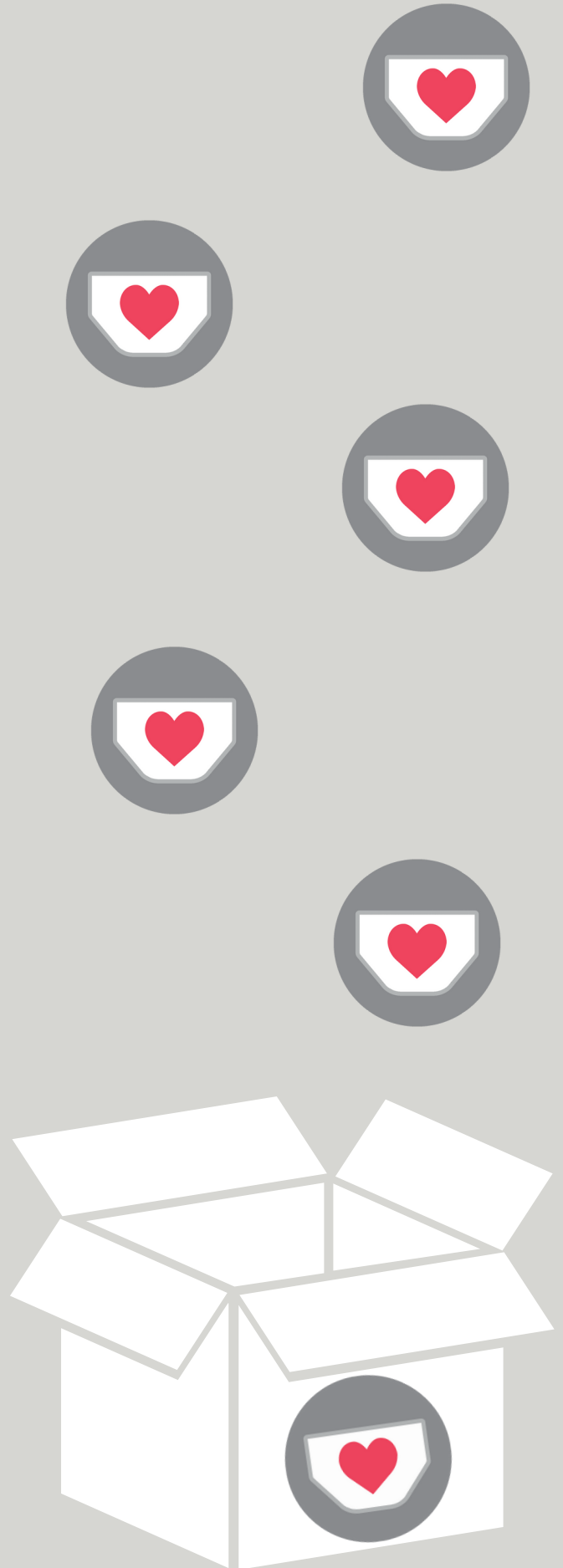
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## Give

to Austin Diaper Bank so we  
can serve the community



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diaper bank



# Thank You from ADB

Dear Diaper Drive Organizer,

**All of us at the Austin Diaper Bank are thrilled you are hosting a Diaper Drive!** Your commitment to our mission to help families in our community with diapers, wipes and period supplies is outstanding and will help thousands of babies stay clean and healthy.

We hope you find this experience rewarding and a great way to engage in your community. Hosting a Diaper Drive is a wonderful way to connect with your friends and family and neighbors who want to make our world a better place for everyone.

We are here every step of the way to help and cheer on your great work. Together, we will help every baby in our great city stay clean, dry and joyful.

Thank you,



Holly McDaniel  
Executive Director



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# This Toolkit Includes

Hosting a Diaper Drive

Diaper Drive Ideas

Social Media Tips

Social Media Samples

Diaper Drive Checklist

Diaper Collection Form

Diaper Collection Form Print Out

Diaper Drive Goal Sheet

Fact Sheet Handouts

Brand Kit

Diaper Drive Flyers and Signs

## Let's Get Started!



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# Austin Diaper Bank Diaper Drive Toolkit

## Hosting a Diaper Drive



### Share Your Plans with Austin Diaper Bank

We encourage you to contact us if you are hosting a diaper drive. We can help promote your diaper drive and provide you with resources and insights.



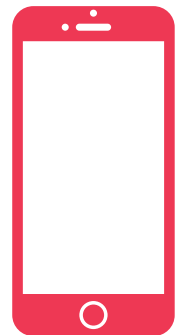
#### Choose Your Location(s)

Pick a place to host your diaper drive. A library, school, or local business or even your neighborhood. 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 by printing 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: National 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 the posting of notices (like the fact sheets and flyers included) near the locations to donate! One of the best ways to advertise is word of mouth so be sure to talk about your drive with your community.

# Austin Diaper Bank Diaper Drive Toolkit

## Diaper Drive Ideas



### Time to Team Up

Hosting a drive with a few friends, co-workers, or family members can really help spread the word and minimize the workload by sharing it among a few people. Grab a helpful hand or two and get started!

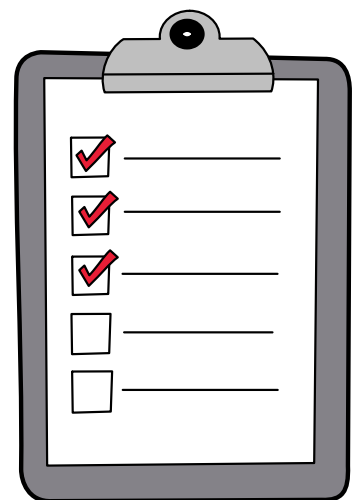
### Themes

Picking a theme can make your diaper drive standout! Themes can be as simple as *Moms Helping Moms*, *Stuff a Bus*, or other creative ideas like a themed dinner dance for diapers!

### 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



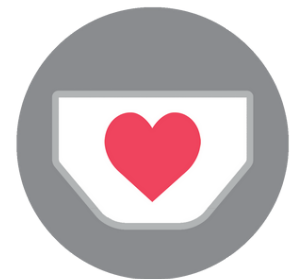
### Locations

Be creative and convenient. There are many ideal locations for a diaper drive. Some examples include:

- Schools
- Places of worship
- Community Centers
- Offices
- Libraries
- Coffee Shops
- Car Dealerships
- Gyms
- Grocery Stores
- Fire Stations

### 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!

# Austin Diaper Bank 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

- Tag us on Facebook @AustinDiaperBank
- 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 Austin Diaper Bank.
- 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 and #DiaperDrive in your posts

### Instagram

- Tag us on Facebook @austindiaperbank
- Share pictures of your diaper drive flyer and donations.
- Utilize the location tagging tool to share your collection sites
- Use hashtags like #EndDiaperNeed and #DiaperDrive



### Twitter

- Tag us on Twitter @AustinDiapers
- 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.

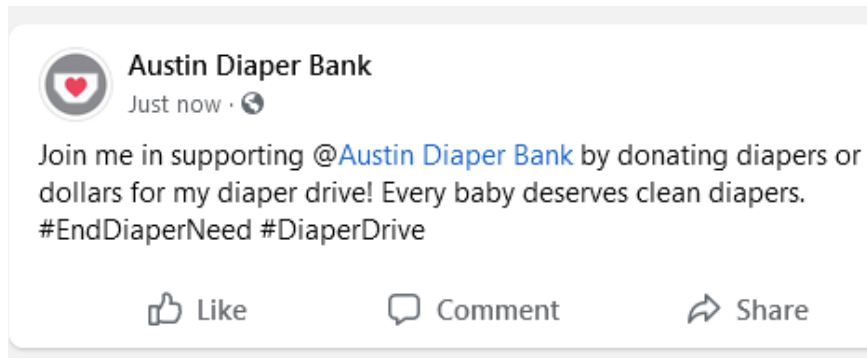
### Get Personal: Send an Email!

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.



# Austin Diaper Bank Diaper Drive Toolkit

## 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? 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 @AustinDiaperBank. 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 and dollar counts.

Help make a difference in a family's life today. Donate to my diaper drive that will be taking place (location). #EndDiaperNeed #DiaperDrive

#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 \$80-\$100 per month per baby -- a cost many families cannot afford. #EndDiaperNeed.



Follow us on social media:

@AustinDiaperBank 

@austindiaperbank 

@Austindiapers 

# Austin Diaper Bank Diaper Drive Toolkit

## Diaper Drive Checklist

Follow this 10 point checklist to ensure you have a successful diaper drive.

### ☒ 1. Partner with an organization

Congratulations! You can check this box off because you are reading through our Diaper Drive Tool Kit! Now all you need to do is reach out to us if you have questions.

### ☐ 2. Choose your location

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

### ☐ 3. Recruit volunteers

Ask friends, family, colleagues or neighbors to help out!

### ☐ 4. Select a start and end date

Typically, diaper drives run for two weeks to a month.

### ☐ 5. Set your goals

How many donations would you like to raise? Ask us what our most needed sizes are. Typically, ADB needs sizes 4, 5 and 6 the most. Develop a way to track your progress. (Use our goal chart!)

### ☐ 6. Decide on your theme

Whether its a Stuff a Bus, a themed party, or a simple diaper drive in your office, choose what works for you!

### ☐ 7. Spread the word

Announce you 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 diaper drive!

### ☐ 8. Set up transportation

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

### ☐ 9. Collect and deliver

Reach out to us to schedule a time to drop off all collected items. Rally the volunteers and deliver your donated diapers to your partner organization. Don't forget to take photos and share them!

### ☐ 10. Share your results

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



# Diaper Collection Form

Use this form to track the number and sizes of diapers you collect. Be sure to provide this information to the organization you donate to after your drive is done!

|   |
|---|
| <p>Total Donations:</p> <p>Number of Diapers:</p> <p>Number of Wipes:</p> <p>Financial Contributions:</p> |
|---|

Your group/organization/name:

Phone number:

Email:

Date:



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# COLOR BY NUMBERS

Help us keep track of our progress to reaching our goal!  
Color in the numbered shapes below with the indicated color.

50% of GOAL  
COLOR IN #1 WITH

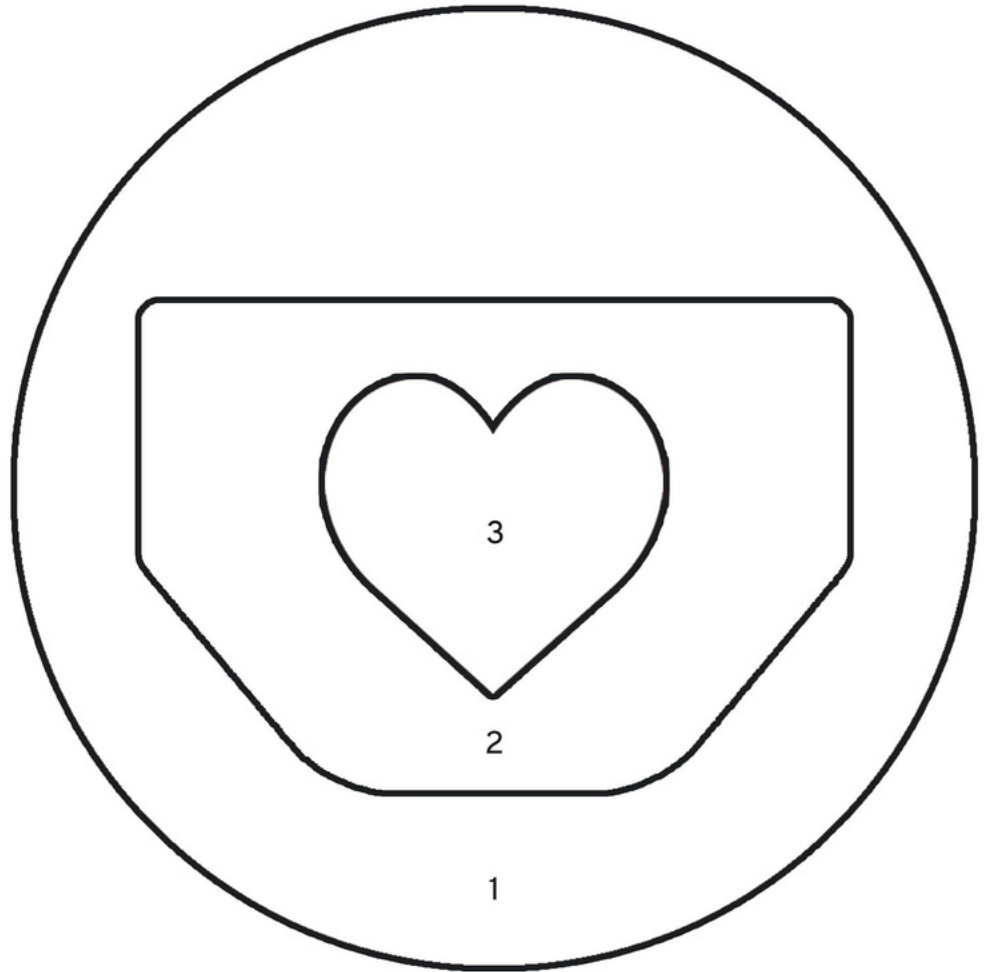
GREY

75% of GOAL  
COLOR IN #2 WITH

WHITE

100% of GOAL  
COLOR IN #3 WITH

PINK



To learn more about how to donate  
visit [austindiapers.org](http://austindiapers.org).

HELP US REACH  
OUR GOAL OF:

DIAPERS



# Fast Facts about... Austin Diaper Bank

## What is the Austin Diaper Bank?

The Austin Diaper Bank (ADB) is a nonprofit established in 2013. Our mission is to provide diapers to Central Texas families who need a clean, reliable supply of diapers for a healthy and comfortable quality of life.

## Our Network

- 40 Partner Agencies that receive diapers, wipes and period supplies from us.
- 3,500 Babies helped monthly.
- 1.8M Diapers distributed to the community each year.

## 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 Goals

- Elevate awareness of diaper need
- Support the community by distributing over 1.5M diapers annually. Build partnerships to foster the donation and distribution of
- material basic necessities, including diapers, wipes and period supplies.



## Ways You Can Help

**SUPPORT ADB by making a donation at [austindiapers.org](http://austindiapers.org).**

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

**VOLUNTEER We have volunteer opportunities each week.**

You can find one that works for you and sign up here: [austindiapers.org/volunteer](http://austindiapers.org/volunteer)

**HOST your own diaper drive!**

Download this free diaper drive toolkit to help you get started and host a successful drive.

Follow us on social media:

@AustinDiaperBank



@austindiaperbank



@Austindiapers



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

# 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.

\$100-\$120

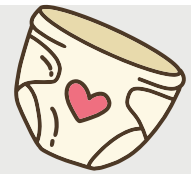
Average monthly cost of diapers per child.

0

Number of federal programs that cover the cost of 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.



## 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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# Fast Facts about... Diaper Banks

## What Is a Diaper Bank?

A diaper bank is a nonprofit organization that collects, stores, and distributes free diapers to homeless shelters, food pantries, family service agencies and faith-based organizations, among others. Some are direct service organizations as well.

## The Numbers

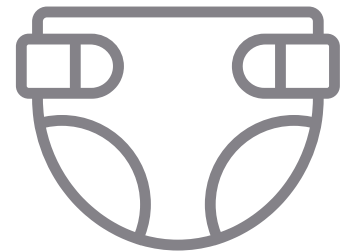
|       |  |
|-------|--|
| 200+  | NDBN member diaper banks in the US               |
| 55%   | Percent of diaper banks run solely by volunteers |
| 4000+ | Number of community-based agency partners        |

## The Mission

Diaper banks help build strong families and bring the critical public health 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 the 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 diapers and perform other essential duties



## The Diaper Gap

- Households experiencing diaper need are an average of 50 diapers short a month
- More than a quarter of families in diaper need rely on diaper banks to help fill the gap\*

\*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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# Brand Kit

A guide about how to use Austin Diaper Bank logos:

## Logo Don'ts

1. Recolor the logo in any way.
2. Rotate the logo
3. Cover any parts of the logo
4. Use the logo over photography
5. Shrink the logo to where the text is no longer clearly legible.

### Preferred Layout



### Alternate Layout



## Social

We greatly appreciate any opportunities that you may have to tag us in social media!

@austindiaperbank



@austindiaperbank



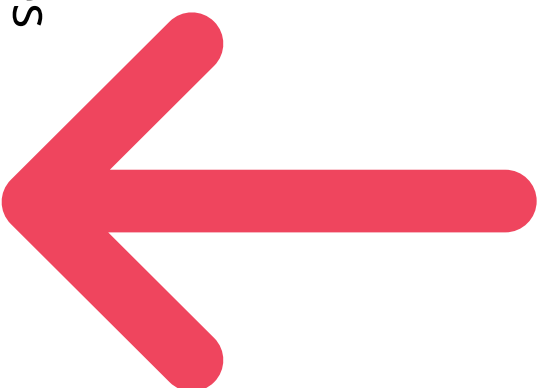
@austindiapers



Thank you for helping keep our brand logo looking good.



# Drop Diapers Here



 Thank you for helping babies  
in Central Texas.



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