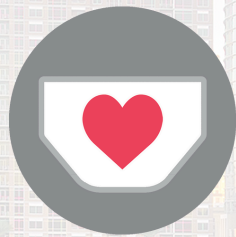


# DIAPER DRIVE TOOLKIT

FOR LOCAL HEROES EVERYWHERE



AUSTIN  
diaper bank

## 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



# WHAT'S INSIDE THE TOOLKIT?

1. Hosting a Diaper Drive
2. Diaper Drive Ideas
3. Social Media Tips
4. Social Media Samples
5. Diaper Drive Checklist
6. Diaper Collection Form
7. Fact Sheets
8. Brand Kit
9. Diaper Drive Sign

## LET'S GET STARTED!

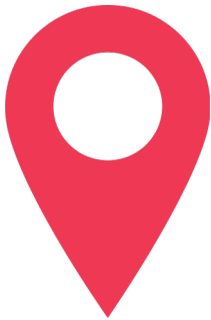


# HOSTING A DIAPER DRIVE



## 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.



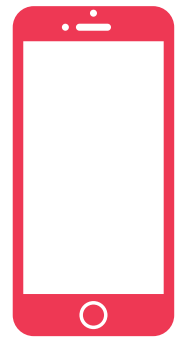
### Choose Your Location(s)

Choose an easy-to-access location like a library, school, business, or your neighborhood to host your diaper drive. A convenient spot boosts participation—just label your bin with our drop box flyer!



### Decide on a Time Frame

Plan to run your diaper drive for at least a week to give people time to donate. Consider tying it to a holiday, community event, the Super Summer Diaper Drive or National Diaper Need Awareness Week in late September.



### Get the Word Out

Promote your diaper drive on social media, through local press, and by posting flyers near donation sites. Don't forget—word of mouth is one of the best ways to spread the word!



# 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 stand out! Themes can be as simple as *Moms Helping Moms*, *Stuff a Bus*, or other creative ideas like a themed dinner dance for diapers!

## 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

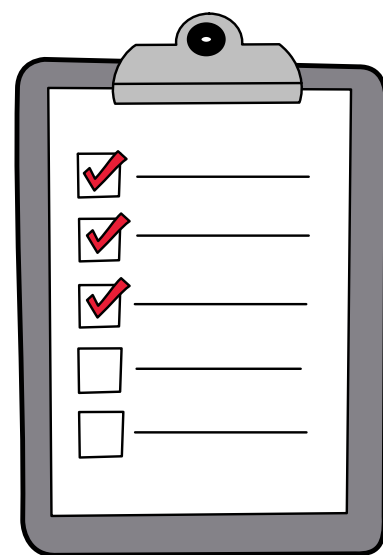
## Party It Up

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 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 hashtags #EndDiaperNeed and #DiaperDrive in your posts

## Instagram

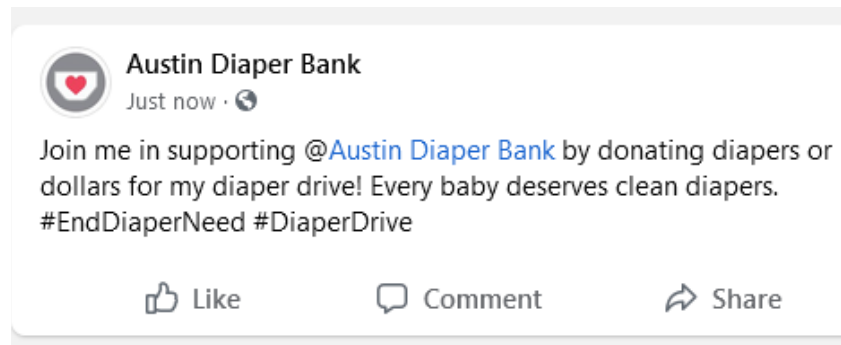
- Tag us on Instagram @austindiaperbank
- Share pictures of your diaper drive flyer and donations
- Utilize the location tagging tool to share your collection sites
- Use hashtags like #EndDiaperNeed and #DiaperDrive

## 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 2 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





# 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 your 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 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 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!



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Austin Diaper Bank Diaper Drive Toolkit

# Diaper Collection Form

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

## Total Donations

Number of Packs of Baby Wipes:

Number of Diapers:

Financial Contributions:

Your group/organization/name:

Phone number:

Email:

Date:



## 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.

### 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 Network

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

### 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 [www.austindiapers.org](http://www.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 



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



## Diaper Need

### 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, while toddlers typically use about eight.

### The Numbers

- 47%** Families in Texas who are affected by diaper need.
- 44%** Texan families earning less than 200% of the Federal Poverty Line (FPL).
- \$100** Average monthly cost of diapers per child.

### How does Austin Diaper Bank address diaper need?

Our mission is to help close the gap, ensuring families have enough diapers each month for their babies. We do this by relying on donated funds to purchase diapers at reduced costs and on diaper drives hosted by individuals, communities, and businesses.

## Our approach to ending diaper need in Central Texas



### Follow us on social media:

@AustinDiaperBank 

@austindiaperbank 



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



# Brand Kit

## Please DO NOT:

- Recolor the logo in any way.
- Rotate the logo
- Cover any parts of the logo
- Use the logo over photography
- Shrink the logo to where the text is no longer clearly legible.

## Social Media:

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

Thank you for helping keep our brand logo looking good!

## Follow us on social media:

@AustinDiaperBank



@austindiaperbank



## Preferred Layout



A U S T I N  
diaper bank

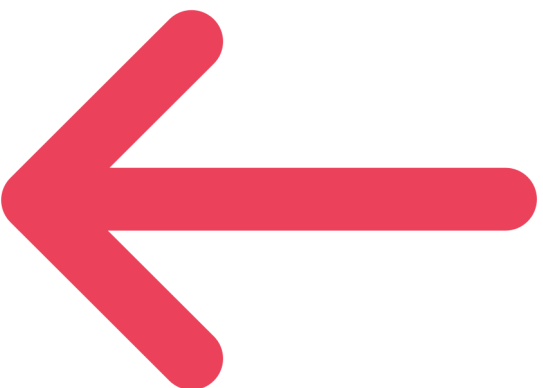
## Alternate Layout



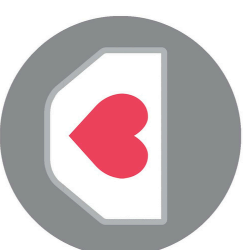
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# Drop Diapers Here



Thank you for helping babies  
stay clean and happy!



A U S T I N  
diaper bank