



# Diaper Drive Toolkit

FOR LOCAL HEROES EVERYWHERE

## Plan

a successful diaper drive

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## Collect

donated products

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## Give

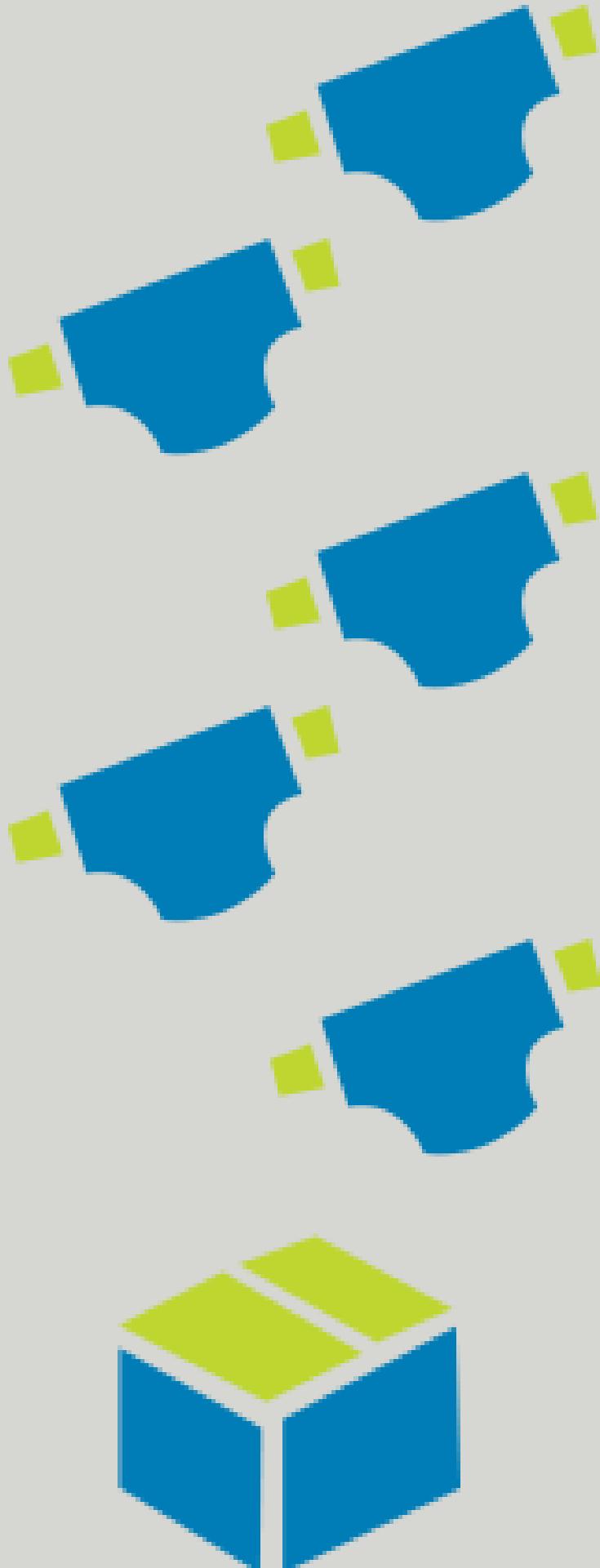
to a Walk the Walk Foundation

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In partnership with



**National  
Diaper Bank  
Network**



# Thank You from NDBN

Dear Diaper Drive Organizer,

The National Diaper Bank Network (NDBN) thanks you for your generous commitment of time and effort to coordinate a community diaper drive to help end diaper need. Living in all of our communities 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,



Susan M. Van Ness  
Chief of Programs,  
National Diaper Bank Network



**National  
Diaper Bank  
Network**



# This Toolkit Includes

Hosting a Diaper Drive

Diaper Drive Ideas

Social Media Tips

Social Media Samples

Diaper Drive Checklist

Diaper Collection Form

Diaper Drive Goal Sheet

Fact Sheet Handouts

Diaper Drive Flyers and Signs

## Let's Get Started!



# Hosting a Diaper Drive



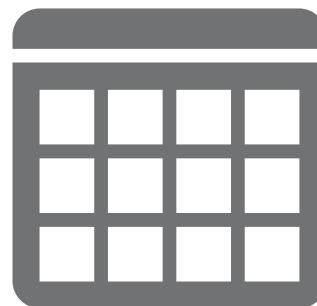
## Share Your Plans with Walk the Walk Foundation

We encourage you to contact Walk the Walk Foundation if you are interested in hosting a diaper drive. We can help promote your diaper drive and provide you with resources and promotions.



### 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: 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 anyone and everyone.

# 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!

# 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 Walk the Walk Foundation
- 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 @WalkTheWalkFoundation
- 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 @WalkTheWalkFoundation/ Please consider giving today (add time and 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:

### Helpful Hint

National Diaper Bank Network and Walk the Walk Foundation have graphics you can use in your social media posts. Find them on our Facebook page.

@NationalDiaper  
BankNetwork

@DiaperNetwork

@DiaperNetwork



@WalkTheWalkFoundation



@WalkTheWalkFoundation



# Diaper Drive Checklist

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

## 1. Partner with us

Partner with Walk the Walk Foundation to host your diaper drive. Email [walk@wtwf.org](mailto:walk@wtwf.org) to get started.

## 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 one week to a month.

## 5. 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!)

## 6. 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!

## 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

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 NDBN & EBC) 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!

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:

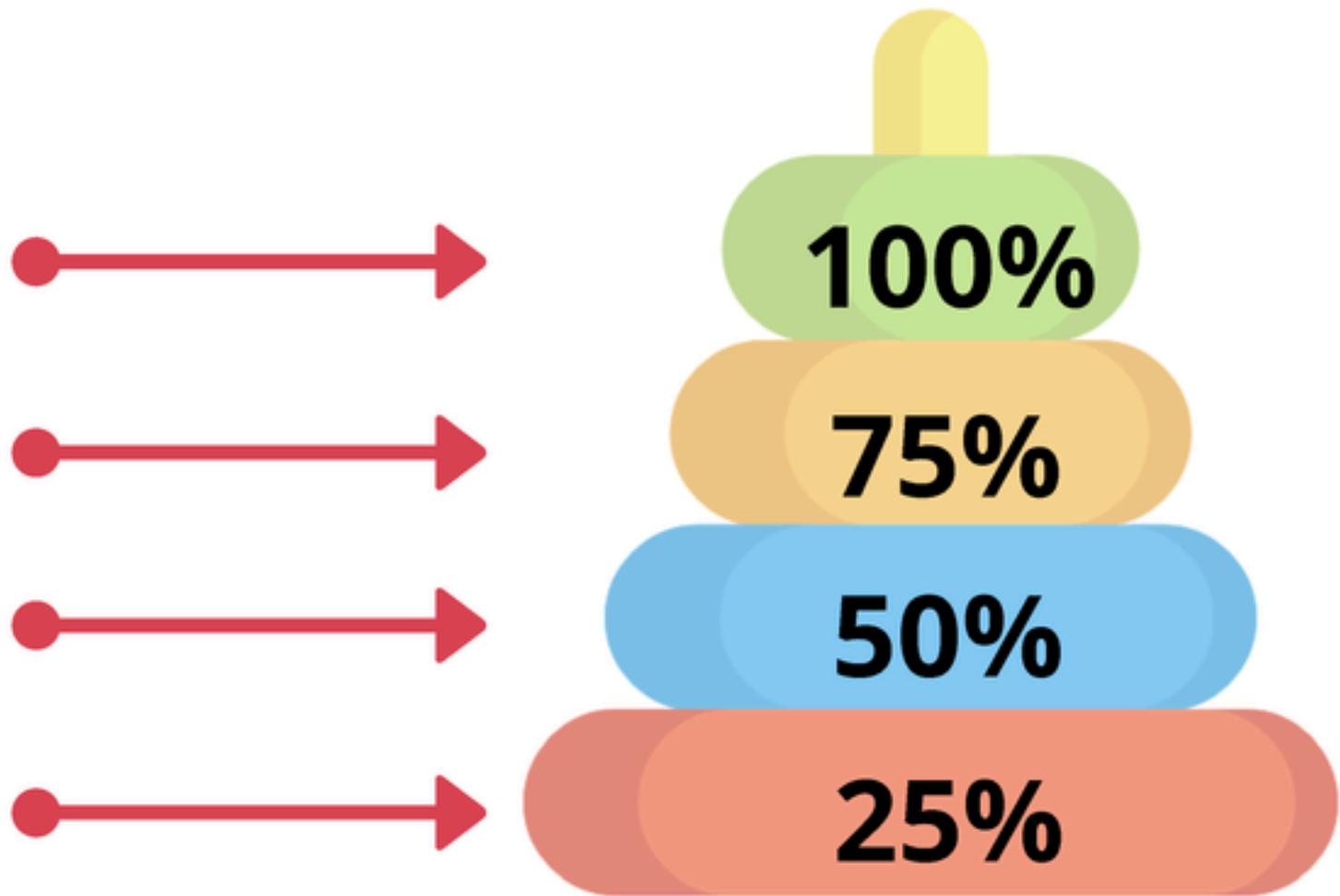
Date:

All donations go to Walk the Walk Foundation

## Customizeable Templates Linked Here

1 in 2 families struggle with #DiaperNeed.  
Help a family today by donating a box of diapers!

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



Follow us on social media:

@NationalDiaperBankNetwork



@DiaperNetwork

@DiaperNetwork

@WalkTheWalkFoundation



@WalkTheWalkFoundation



NDBN and Walk the Walk Foundation are 501(c)(3) organization  
and donations are tax deductible to the fullest extent of the law.



# Fast Facts about... National Diaper Bank Network

## What Is the National Diaper Bank Network?

The National Diaper Bank Network (NDBN) is a national nonprofit established in 2011 in partnership with founding sponsor Huggies. NDBN is the leading authority on diaper need in the United States, working to build strong families and communities.

## Our Network

200+	NDBN member diaper bank programs in the US
197K	Babies helped monthly
68M	Diapers distributed by NDBN member diaper banks (2018)

## 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 national awareness of diaper need
- Support the expansion and capacity of sustainable diaper bank programs in local communities throughout the US
- Build national partnerships to foster the donation and distribution of material basic necessities, including diapers and wipes.



## Our Programs

- National Diaper Need Awareness Week
- Diaper Banks in America Conference
- NDBN Lobby Day
- Community Diaper Program Assistance
- Basic Needs Curriculum
- Alliance for Period Supplies

## Ways You Can Help

**SUPPORT** by donating at [wtwf.org](http://wtwf.org).

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

**VOLUNTEER** at Walk the Walk Foundation.

You can find one in your area by visiting [nationaldiaperbanknetwork.org](http://nationaldiaperbanknetwork.org).

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@DiaperNetwork

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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.

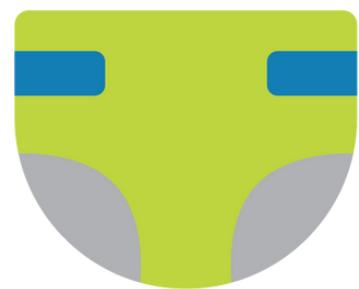


Diapers are material basic necessities all children require, as essential as food, shelter, and clothing. Yet, most state and national safety-net programs do not recognize diapers as a basic need.



## 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+

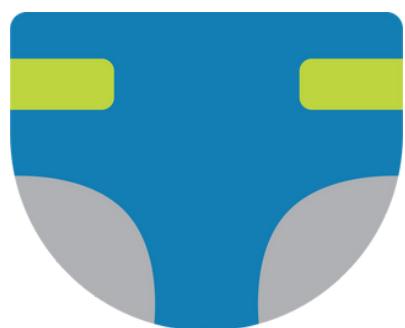
Number of community-based agency partners

## 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 19 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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# BASICS AREN'T BASIC.\*



They're essential.

Please support our

## DIAPER DRIVE

All funds and diapers donated benefit

**Walk the Walk Foundation**

Date(s):

**Customizable Templates Linked Here**

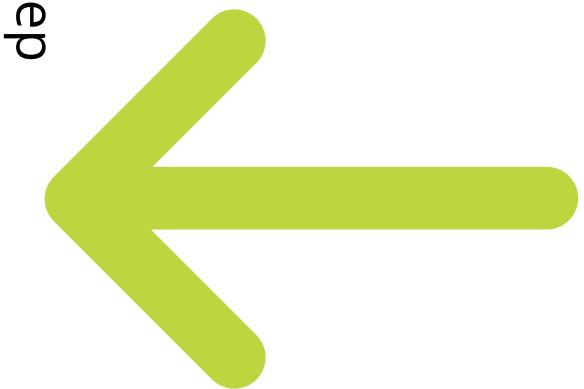
Hosted by:

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



National  
Diaper Bank  
Network

# Drop Diapers Here\*



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



**Customizable Templates Linked Here**