

DIAPER DRIVE TOOLKIT

FOR LOCAL HEROS EVERYWHERE

PLAN

a successful period
supply drive

COLLECT

your donated products

GIVE

your donated products to
Sweet Cheeks Diaper Ministry



DONATIONS

This toolkit includes helpful tips,
handouts, flyers, and more!

Thank you for supporting **SCDM**

Dear Diaper Drive Organizer,

Please accept this heartfelt thanks on behalf of Sweet Cheeks Diaper Ministry for your generous commitment of time and effort to coordinate a diaper drive for individuals who experience diaper need.

By hosting this drive, you are helping to ensure a sufficient supply of diapers and other supplies are available and that awareness is being raised. The effects of raising awareness in your community will hopefully lead to more change!

We want your drive to be a success, so we've put together this toolkit with tips and facts to help you recruit and educate your donors.

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

Proud Member of



**National
Diaper Bank
Network**

Sincerely,
Cori Smith
Founder/Executive Director

This Toolkit Includes...

- **Hosting a Diaper Drive**
- **Diaper Drive Ideas**
- **Social Media Tips**
- **Social Media Samples**
- **Diaper Drive Checklist**
- **Product Collection Form**
- **Product Goal Sheet**
- **Diaper Need Fact Sheet**
- **Diaper Drive Flyers and Signs**



Let's Get Started!



Hosting a Diaper Drive



SHARE YOUR PLANS WITH US!

Let us know your plans so we can help promote your event & get you the support you need. We can let you know what we're short on, and the most requested items. Participating with a local program such as **SCDM** gives donors the confidence that their donations are going to the right place.



Pick a 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: Kids In Need of Diapers (K.I.N.D) Day is May 4th!**



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.

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 stand out! Themes can be simple as "Moms Helping Moms", Moms & Mimosas, or more creative like a theme dinner for diapers!

Party It Up

If you're planning a party, ask guests to bring a pack of diaper as their admission! Make it a diaper party!

- Baby Shower
- Block Party
- Birthday Party
- Cocktail Party
- Game Night

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
- Pharmacies
- Gyms
- Health Centers

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 products! Friendly competition can help spread the word and increase turnout.

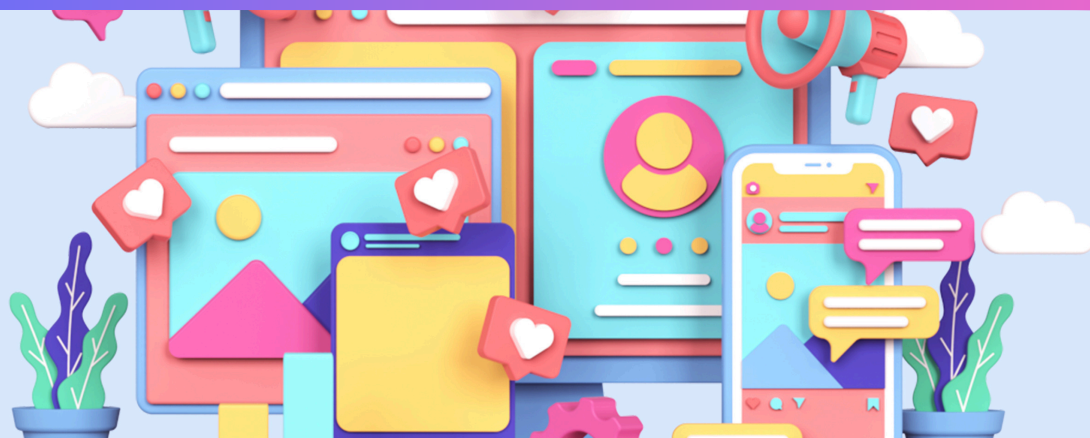


Pass The Torch!



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 a very short time. Take advantage of your online presence and notify as many people as possible to participate in your diaper drive. (Make sure volunteers are doing the same!) Add and tag our accounts below!

Facebook: Sweet Cheeks Diaper Ministry

- 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 @NationalDiaperBankNetwork as well.
- Share a story or reel (create posts with all the drive details or 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 #EndDiaperNeed & #DiaperOn in your posts.

Instagram: @Sweetcheeksdiaiperministry

- Share pictures of your diaper drive flyer.
- Utilize the location tagging tool to share your collection site.
- Tag @sweetcheeksdiaiperministry and anyone else you want to involve.
- Upload plenty of photos and use the universal hashtag

#EndDiaperNeed & #DiaperOn in your posts.



Need some inspiration? This toolkit includes posts you can use to get started!

Get Personal: Send an Email!

Emails are an 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.

Social Media Samples



Sweet Cheeks Diaper Ministry

Public ▾

+ Album ▾

+ AI label off ▾

Join me in supporting Sweet Cheeks Diaper Ministry by donating to my diaper drive. Basics aren't basic. They're essential. #EndDiaperNeed

- 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? 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 SCDM. 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 for more useful content!



Sweet Cheeks Diaper Ministry



@sweetcheeksdiaaperministry

Diaper Drive Checklist

Follow & mark this 10 point checklist to ensure you have a successful drive!

 **Let us Know**

A SCDM representative can give you insights and ideas on hosting a successful drive.

 **Recruit Volunteers**

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

 **Set Your Goals**

How many donations would you like to collect? We can let you know what products we need the most. Use our goal chart to help you track donations.

 **Spread the Word**

Announce your diaper drive via social media, emails, local news outlets, and notices throughout your community. Be active before AND during the drive!

 **Collect & Deliver**

Rally the volunteers and deliver your donated products. Don't forget to take photos, you'll need them later!

 **Choose your location(s)**

Pick one or more locations that are centrally located and willing to help. Be sure to label your collection bin (flyer included in toolkit.)

 **Select a Start & End Date**

Typically, diaper drives run for one week to a month.

 **Decide on Your Theme**

Whether it's a themed party, competition or a simple supply drive in your office, choose what works for you!

 **Set Up Transportation**

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

 **Share Your Results**

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

Product Collection Form

Use this form to track the amount of products you collected and funds raised.
Be sure to provide this to us for our internal inventory tracking.

Size	Quantity
Newborn	
Size 1	
Size 2	
Size 3	
Size 4	
Size 5	
Size 6	
Training Pants	
Other	



Total Donations

Number of Diaper:

Number of Wipes

Financial Contributions :



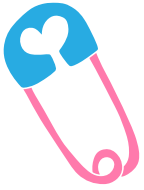
Your Group/Organization/Name:

Phone Number:

Email:

Date:

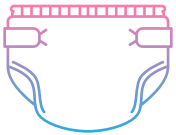
Diaper Need Fact Sheet



1 in 4 parents miss school or work because they can't afford diapers



The poorest 20% of U.S. families spent 14% of after-tax income on diapers



In Tennessee, 44% of families earn less than 200% of the Federal Poverty Level

What is Diaper Need?

Diaper need is the lack of a sufficient amount of diapers to keep a baby clean, dry, and healthy.

Without clean diapers:

- **babies are exposed to potential health risks and toxic stress;**
- **mothers are at risk for increased maternal depression;**
- **parents are unable to access child care, which require a daily supply of diapers; and,**
- **parents miss work or school.**

Sources:

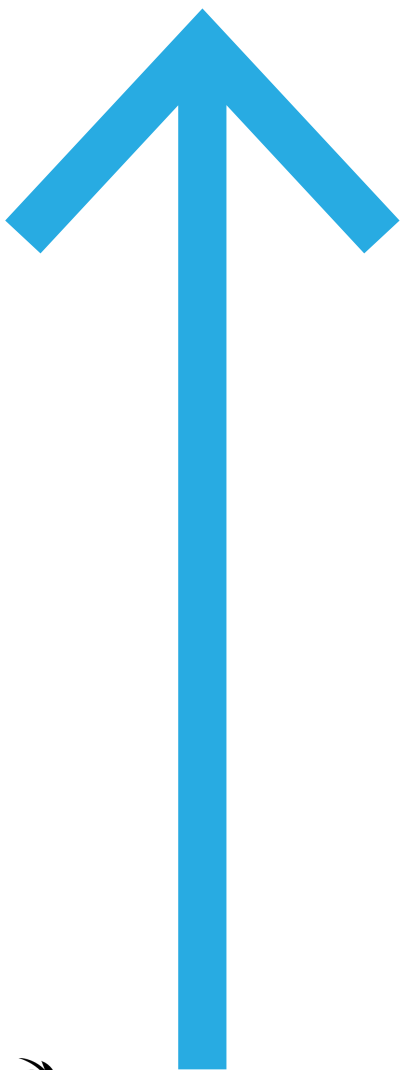
from Center for Economic Policy and Research

from The NDBN Diaper Check 2023. Visit [The NDBN Diaper Check 2023](#) for more extensive information on diaper need in the U.S.

Diaper Drive Goal Sheet

**1 in 2 families struggle with #DiaperNeed.
Help a family today and donate a box of diapers!**

Our Goal: _____ Diapers



100%



75%



50%



25%



BASICS AREN'T BASIC. ✖

✖ They're Essential

Please support our DIAPER DRIVE

All products and monetary donations will benefit Sweet Cheeks Diaper Ministry.

Date (s):

Location:

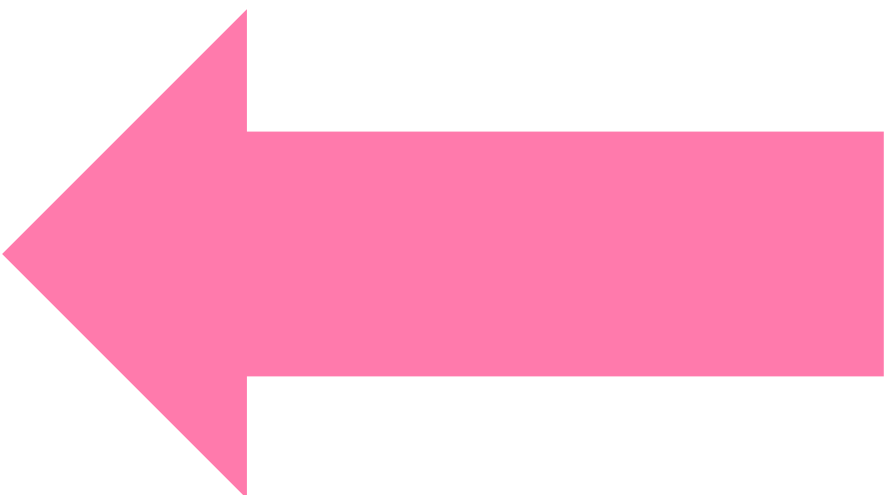
Hosted By:



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

DROP PRODUCTS

HERE



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