

Diaper Drive Toolkit

FOR LOCAL HEROES EVERYWHERE

Plan

a successful diaper drive

Collect

donated products

Give

to a partner organization



Changing Diapers ☀️ Changing Lives



**National
Diaper Bank
Network**



Thank You from Nebraska Diaper Bank

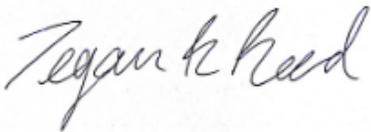
Dear Diaper Drive Organizer,

THANK YOU for your generous commitment of time and effort to coordinate a diaper drive for families who experience diaper need.

Our community has 13,000 babies who are at risk for going without all the clean diapers they need. YOU are playing a critical role in ending Diaper Need in the Greater Omaha area, and helping ensure that all babies have a chance to be happy, healthy, and safe.

At Nebraska Diaper Bank, we know that a diaper is SO much more than just a diaper. Each and every diaper you collect makes a lasting impact on babies and caregivers in need. From all of us at Nebraska Diaper Bank, thank you for making a difference in our community!

Sincerely,



Tegan Reed
Executive Director



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!



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Hosting a Diaper Drive



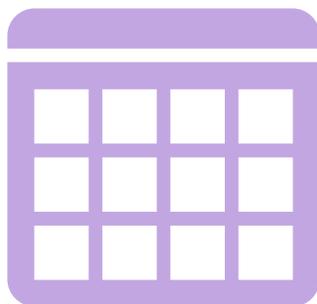
Share Your Plans with Nebraska Diaper Bank

We encourage you to contact Nebraska Diaper Bank if you are interested in hosting a diaper drive. We can help promote your diaper drive and provide you with tools and resources.



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.

Nebraska 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 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.

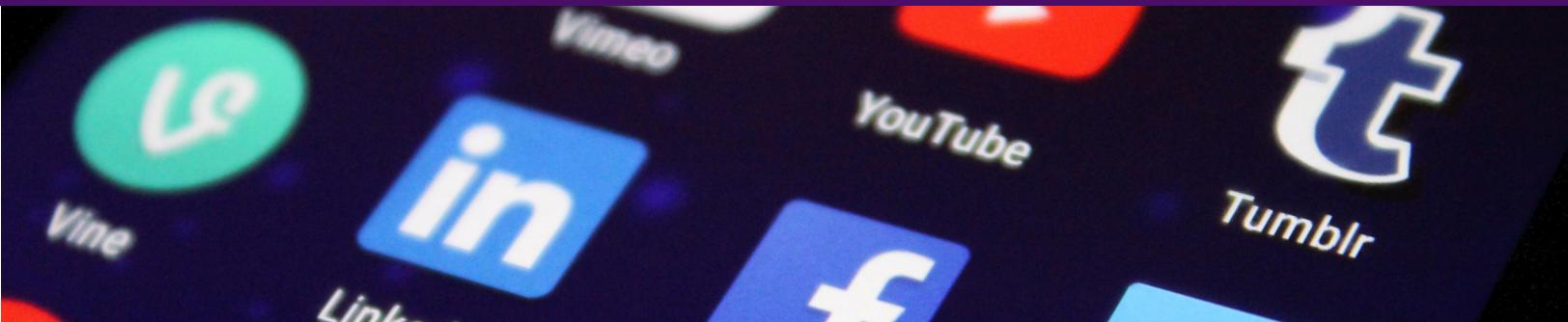


Pass the Torch!

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!

Nebraska Diaper Bank Diaper Drive Toolkit

Social Media Tips



Get the Word Out

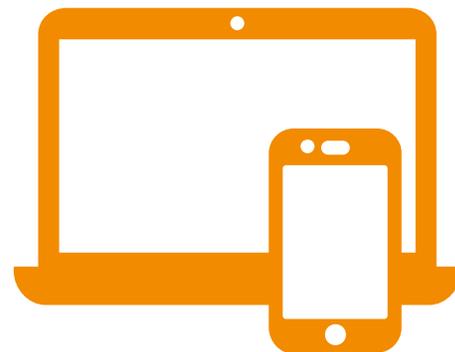
Social media is a highly effective tool to reach a large number of people in very little time. Take advantage of your online presence and notify as many people as possible to participate in your diaper drive. (Make sure your volunteers are doing the same!)

Facebook

- 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 Nebraska Diaper Bank
- Share your story (create posts with all the diaper drive details or even record 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 hashtags #EndDiaperNeed and #ChangingDiapersChangingLives 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 Nebraska Diaper Bank (@NebraskaDiaperBank)
- Use hashtags like #ChangingDiapersChangingLives, #EndDiaperNeed, and #DiaperOn



- Post 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 hashtags #EndDiaperNeed and #ChangingDiapersChangingLives

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.

Nebraska 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? Please donate to my diaper drive to help change that. #ChangingDiapersChangingLives
- Small things impact big things. That is why I'm holding a diaper drive on behalf of @NebraskaDiaperBank. Please consider giving today (add time a location details) #ChangingDiapersChangingLives
- 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 #ChangingDiapersChangingLives
- #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 #ChangingDiapersChangingLives

Follow us on social media:

Helpful Hint

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

@NationalDiaper
BankNetwork

@DiaperNetwork

National Diaper
Bank Network



@NebraskaDiaperBank



@NebraskaDiaperBank



Nebraska Diaper Bank

Diaper Drive Checklist

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

[#ChangingDiapersChangingLives](#)

1. Partner with Nebraska Diaper Bank

Partner with Nebraska Diaper Bank to host your diaper drive.

Email info@nebraskadiaperbank.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 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

Rally the volunteers and deliver your donated diapers to Nebraska Diaper Bank. Don't forget to take photos and share them!

10. Share your results

Post pictures on social media and let everyone know (including Nebraska Diaper Bank) 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 Nebraska Diaper Bank after your drive is done!

Size	Number of diapers
Newborn	
Size 1	
Size 2	
Size 3	
Size 4	
Size 5	
Size 6	
Pullups	
Misc.	
TOTAL	

Total Donations:

Number of Diapers:

Number of Wipes:

Financial Contributions:

Your group/organization/name:

Email:



Changing Diapers ☀️ Changing Lives

All donations go to :

Nebraska Diaper Bank
9090 F St, Loading Dock #1
Omaha, NE 68127

Fast Facts about... Diaper Need in Omaha

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

13,000+ Babies and toddlers live in poor or low-income families in just Douglas and Sarpy Counties.

\$70-\$80 Average monthly cost of diapers per child.

9 Million To end diaper need in Omaha, we would distribute over 9 Million diapers annually



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

Ways You Can Help

SUPPORT us by making a donation at nebraskadiaperbank.org.

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

VOLUNTEER at Nebraska Diaper Bank.

Visit our website to see our current opportunities: www.nebraskadiaperbank.org/volunteer

HOST your own diaper drive and donate the product to Nebraska Diaper Bank.

Download our free diaper drive toolkit at www.nebraskadiaperbank.org/take-action

Follow us on social media:

@NationalDiaperBankNetwork



@NebraskaDiaperBank

@DiaperNetwork



@NebraskaDiaperBank

National Diaper Bank Network



Nebraska Diaper Bank



Changing Diapers Changing Lives



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

FACTS ABOUT DIAPER NEED

1 in 3

Families in
Nebraska
struggles to
afford
diapers for
their
children

WIC
&
SNAP
do NOT
cover
diapers

over
13,000

children in
Douglas and
Sarpy Counties
experience
Diaper Need

WHAT NEBRASKA DIAPER BANK PROVIDES

A monthly supply of 60-70 diapers to low-income children through 18 partner organization sites. Our diaper bank partner model has a ripple effect on families by providing access to other services like healthcare, basic needs and case management that helps ease the effects of poverty for families.

MONTHLY STATS: 80,000 diapers to 1,250 children

BASICS AREN'T BASIC.*

*They're essential.

Please support our

DIAPER DRIVE

All funds and diapers donated benefit

NEBRASKA DIAPER BANK

Date(s):

Location(s):

Hosted by:



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

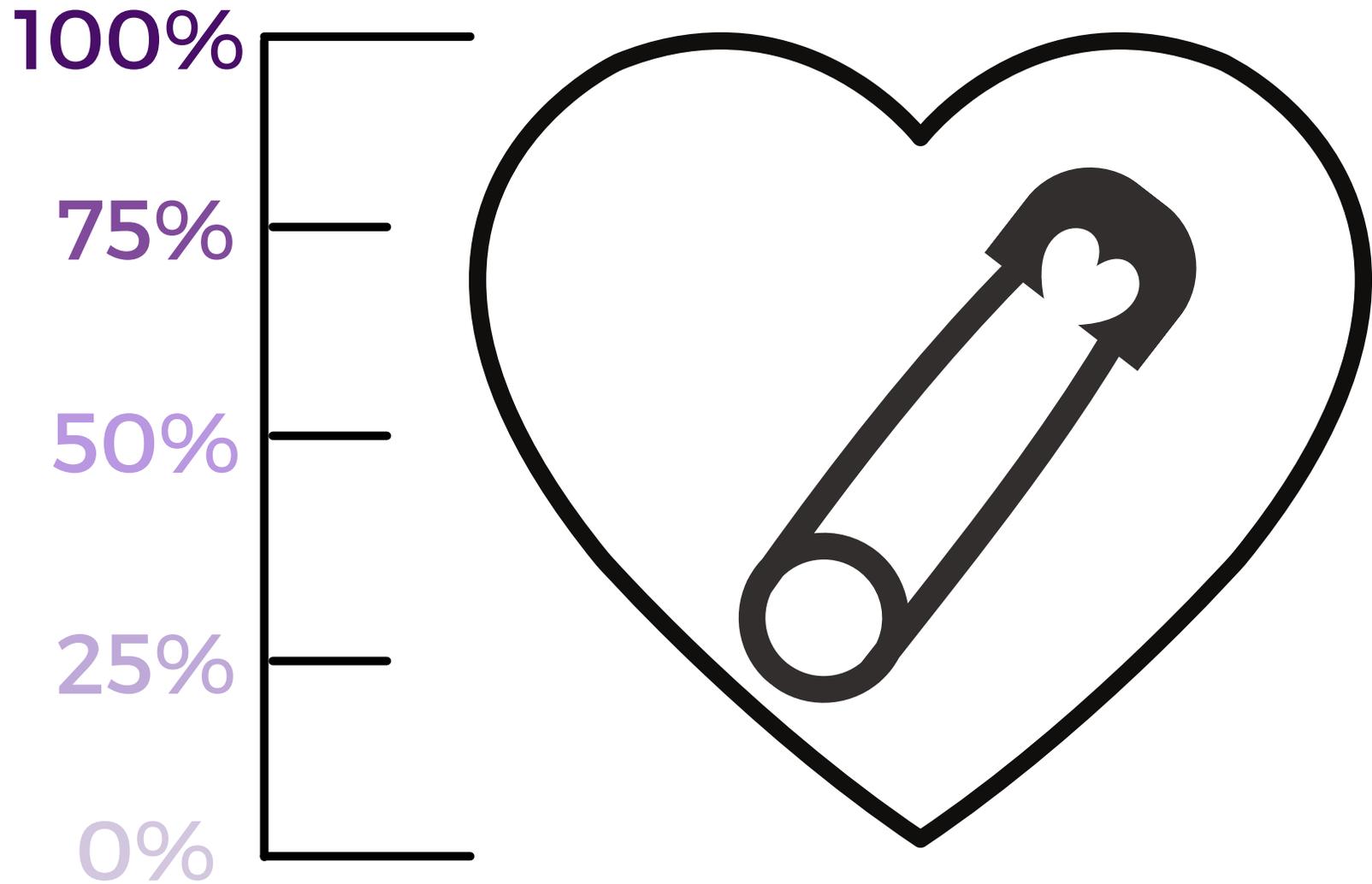




1 in 3 families struggle with #DiaperNeed.
Help a family today by donating a box of diapers!

Our Goal: _____ Diapers!

Most Needed Size: _____



Follow us on social media:

@NationalDiaperBankNetwork



@NebraskaDiaperBank

@DiaperNetwork



@NebraskaDiaperBank

National Diaper Bank Network



Nebraska Diaper Bank



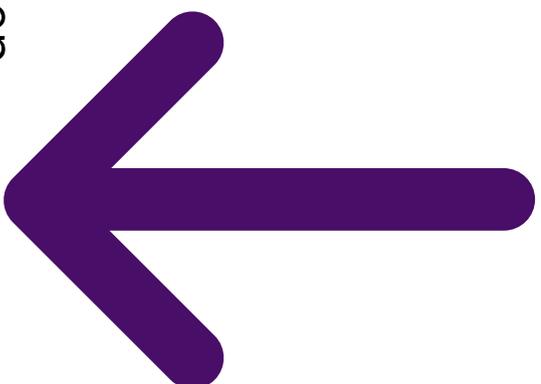
**National
Diaper Bank
Network**



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Drop Diapers

Here*



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



Changing Diapers  Changing Lives

