

Diaper Drive Toolkit

So you want to help the babies?

Use this toolkit to host a diaper drive for us.

You'll feel great about giving back and we'll make sure your diapers get to families who need them! If you aren't located in an area we serve, fear not! Our toolkit is meant to be an open source—feel free to use it and help a diaper bank in your area. Visit www.swaddlediapers.org for more information.



How to Host a Diaper Drive at Work

- 1. Alert your HR department and create awareness**
 - Find a convenient place for people to drop off diapers
 - Label collection bins clearly
 - Set goals for collection
- 2. Choose a date and time**
 - Pick a week or even a month
 - Consider using a fun theme or timing your drive with a particular event
- 3. Enlist colleagues & online community**
 - Post flyers, send emails, share on social media
 - Ask them to help promote and organize the drive
 - Consider a friendly competition between departments or groups
 - Send reminders at the beginning, middle and end of the drive
- 4. Collect & tally**
 - Count donations and track on spreadsheet
 - Coordinate drop off at SWADDLE
- 5. Recap & inspire others**
 - Publicize results throughout your company
 - Send us a recap that we can post to inspire others at swaddlediapers@gmail.com

How to Host a Diaper Drive in Your Community

- 1. Let SWADDLE know your plans**
 - We can let you know about specific size needs
 - We can help you promote your drive
- 2. Choose a location**
 - Find a convenient place for people to drop off diapers
 - Label collection bins clearly
 - Set goals for collection
- 3. Choose a time**
 - Pick a week or even a month
 - Can you partner with a specific community event?
 - Consider using a fun theme
- 4. Spread the word!**
 - Share a personal story
 - Share on social media
 - Send reminders and bi-weekly updates
- 5. Collect & tally**
 - Count donations and track on spreadsheet
 - Coordinate drop off at SWADDLE



SouthWest Area Diaper Depository for Little Ends

Web: www.swaddlediapers.org
Facebook: www.facebook.com/swaddleorg
E-mail: swaddlediapers@gmail.com

Other Creative Ideas

Host a diaper drive at:

- School
- Church
- Library/Coffee shop
- In lieu of gifts (for weddings, birthdays, showers)
- Virtual drive (using Amazon Wish List or collect money)

Promote your drive with a flyer and a goodie bag

- Host a bake sale or collect loose change—use the money to buy diapers
- Ask people to shop in their own closets—maybe kids have outgrown their diaper size
- Host a “Bring Your Left Over Gift Certificates Party” — ask friends to bring gift cards and use them to buy diapers
- Are you an artist or do you know someone who is? Consider auctioning photos or art and use the money to buy diapers
- Special events—get the event organizer to cross-promote your drive. Attendees who bring diapers receive free or discounted entrance or raffle tickets

Motivate Donors

For Teachers: A diaper drive is a great opportunity for incorporating real-life lessons on poverty and working poor. It drives home the concept that everything we do impacts people in our community.

For Parents: Kids who host a diaper drive learn how to organize themselves and others, set goals, figure out logistics, how to negotiate rides, make pick ups and deliveries and maybe even get local businesses to give discounts and donations.

For Companies: Your company can show how it's doing good in the community by matching donations or providing incentives to others for donating (free trial membership, gift cards, discount coupons, etc.)

Tips & Tricks

- Personal acknowledgment for donation goes a long way!
- Teaming up with others allows for a larger network to spread the word
- Language such as “this time we collected/raised...” helps people understand there is an on-going need
- Pictures can express so much



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Sample Letter/Email

Help spread the news about your Diaper Drive by sending letters and/or email to your friends, family, and coworkers advertising the event and asking for support. You can use the sample below or create



Subject: Diaper Drive (be creative for your audience)

Insert Name(s) will host a Diaper Drive in support of SWADDLE –SouthWest Area Diaper Depository for Little Ends, a non-profit organization that provides diapers to the needy families in the southwest suburban Chicago area.

Our participation will help these families who are unable to provide as adequate monthly supply of fresh diapers for their children. Our efforts in this diaper drive will go a long way to ensuring that these babies get a healthier start in life. On behalf of SWADDLE and the families we will help, thank you!

Our Diaper Drive will take place **insert date(s)**.

You can drop off your donated diapers during this time frame at:

insert drop off information

Add additional event information, prize incentives, and goals (as applicable)



Did you know?

- You can't buy diapers with food stamps or get them with WIC
- 22% of all children under five years old in the U.S. live in poverty and 1 out of every 3 families struggle to afford diapers
- If a family can't afford diapers, a baby may spend extended periods of time in the same soiled diaper
- Diapers cost an average of \$75-\$100 per month and that's a lot of money to spend for the 46.2 million people living in poverty in the U.S.



What this means:

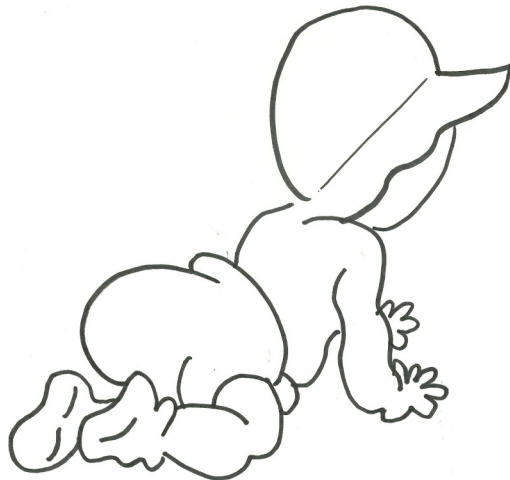
The severe health and social consequences for babies and families who do not have access to diapers is a bum deal. Lack of enough diapers can lead to a whole mountain of problems for families in need: unhappy babies, unhealthy communities, under-educated toddlers, and under-employed adults. Something so basic as a diaper can actually have a big impact on a family's ability to become financially self-sufficient.



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DIAPER DRIVE



- ALL SIZES & BRANDS OF DIAPERS AND PULL-UPS FOR BABIES & TODDLERS
- WE ACCEPT OPEN PACKAGES OF DIAPERS
- CASH DONATIONS ACCEPTED

DATE:

TIME:

LOCATION:

HOSTED BY:

CONTACT:



SWADDLE

SouthWest Area Diaper Depository for Little Ends

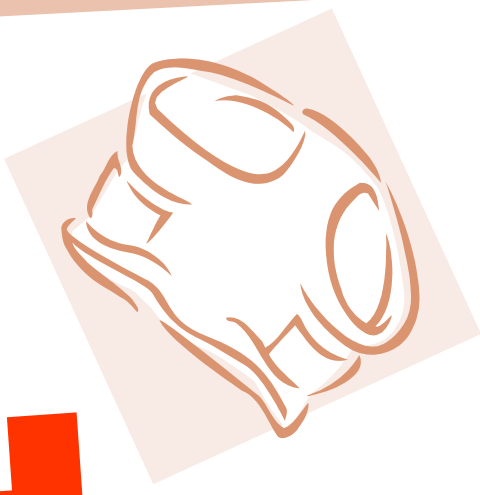
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DONATE DIAPERS

HERE



SWADDLE

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Thank you for your generosity!

Diaper Collection Form

Use this form to track your efforts

Send your completed form to us at swaddlediapers@gmail.com along with any pictures you have. We would love to post them on Facebook and our web site!

SIZE	NUMBER OF DIAPERS
NEWBORN	
SIZE 1	
SIZE 2	
SIZE 3	
SIZE 4	
SIZE 5	
SIZE 6	
PULLUPS	
MISC	
TOTAL:	



TOTAL DONATIONS	
# OF DIAPERS	
# OF WIPES	
MISCELLANY	

Date:

Name:

Community Group:

Email:

Phone:



SWADDLE
SouthWest



Area Diaper Depository for Little

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