



DIAPER DRIVE TOOLKIT

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 open source – feel free to use it and help a diaper bank in your area. Visit www.helpamotherout.org for more information.

Did you know?

- Public assistance programs (like food stamps) don't cover the cost of diapers
- 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 \$75-100/month out of pocket which means that families are choosing between diapers and other basic needs like food, rent and utilities.

▶ 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.

AVAILABLE IN TOOLKIT

- SAMPLE LETTER/EMAIL
- POSTERS/FLYERS
- DIAPER DROP SIGN
- COLLECTION BOX LABELS
- GOAL CHART



HOW TO HOST A DIAPER DRIVE

- 1. Let HAMO (info@helpamotherout.org) know your plans
 - We can let you know about specific sizes needed
 - We may be able to provide bins for you (otherwise any large box or bin works great!)
 - We can set up an Amazon wishlist if you'd like
- 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. Figure out internal logistics
 - Find a convenient place for people to drop off diapers and make sure to send them the online wishlist info (if any)
 - Label collection bins colorfully and clearly!
 - Set goals for collection
- 4. Enlist friends, 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
- 5. Collect & tally
 - Tally the number of diapers collected
 - Coordinate post-drive diaper collection with HAMO (info@helpamotherout.org). We can usually pick up in the Bay Area if there are 500+ diapers.
- 6. Recap and inspire others
 - Publicize the results of your successful drive
 - Send us (info@helpamotherout.org) a recap that we can post to inspire others

Motivate Donors

Your group 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).

Tips & Tricks

- Personal acknowledgment for donations 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





SAMPLE LETTER/EMAIL

*be creative for
your audience*

Subject: Diaper Drive ←

[Insert Name(s)] will host a Diaper Drive in support of Help a Mother Out, a non-profit organization that works to improve baby and family well-being by increasing access to diapers for families in need.

Our participation will help families who are unable to provide an 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 Help a Mother Out 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)]



Diaper Drive

WHEN

WHERE

**Because Every
Baby Deserves a
Clean Diaper!**





DONATE DIAPERS HERE!

Use this bin to donate diapers & wipes for babies in need

We accept both open and unopened packs of diapers

DIAPER DRIVE DATES

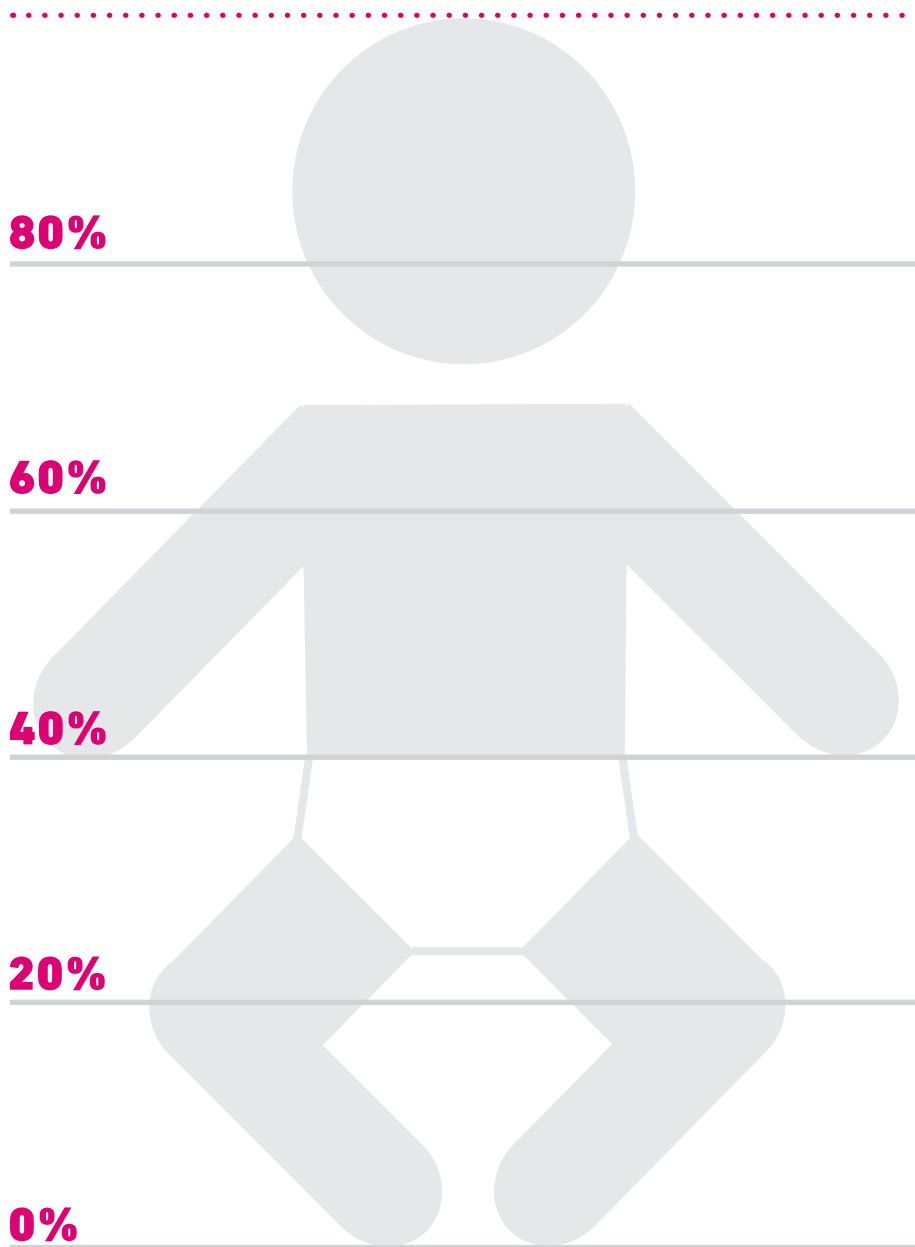
COORDINATED BY





Our Goal

GOAL:



**Because Every Baby Deserves
a Clean Diaper!**