

Diaper Drive Toolkit

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

How to Host a Diaper Drive at Work

- **1. Choose an organization to donate your diapers**
- **2. Alert your HR department and create awareness**
 - Find a convenient place for people to drop off diapers
 - Label collection bins colorfully and clearly!
 - Set goals for collection
- **3. 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
- **4. 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
- **5. Collect & tally**
 - Count donations and track on a spreadsheet
 - Coordinate drop-off at benefiting organization
- **6. Recap and inspire others**
 - Publicize results throughout your company
 - Send us (info@helpamotherout.org) a recap that we can post to inspire others

How to Host a Diaper Drive in Your Community

- **1. Let HAMO know your plans**
 - Choose a benefiting organization
 - We can let you know about specific sizes needed
 - We can help promote your drive
- **2. Choose a location**
 - Find a convenient place for people to drop off diapers
 - Label collection bins colorfully and 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 benefiting organization

Available in Toolkit!

- Posters/flyers
- Collection box labels
- Sample letter/email
- Tracking form
- Goal chart
- Diaper drop sign
- Diaper donation acknowledgment card

A circular icon containing three white exclamation marks is positioned on the left side of the page, above a vertical dotted line.

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, collect \$)

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 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 concept that everything we do impacts people in our communities.

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).

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

Diaper Drive!

.....
Date

Time

.....
Drop-off Site

.....
Benefitting Organization

**HELP
A MOTHER
OUT
.ORG**

PRINTABLE BADGES





DONATE DIAPERS HERE!

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

Benefiting: Diaper Drive Dates:

Coordinated by: Contact:





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

Our Goal Sheet

GOAL:

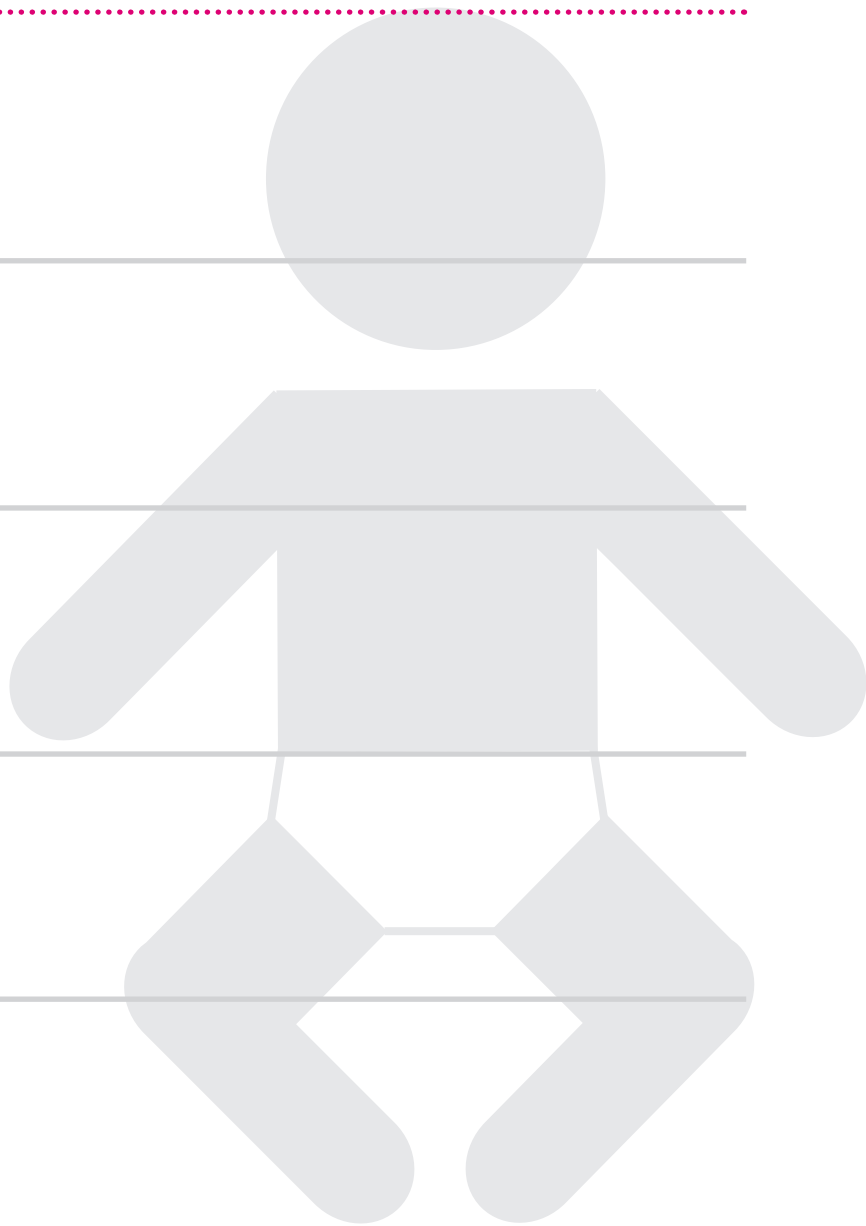
80%

60%

40%

20%

0%





Sample Letter/Email

.....

Subject: Diaper Drive (be creative for your audience)

Insert Name(s) will host a Diaper Drive in support of Help a Mother Out, a non-profit organization that provides diapers, raises awareness, and advocates for long-term change in the social safety net. Help a Mother Out is dedicated to increasing access to diapers for families in need.

Our participation will help these 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)

.....

Did you know?

- You can't buy diapers with food stamps or get them through WIC (Women, Infants and Children)
- 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 dough to drop for the 46.2 million people living in poverty in the U.S.

What this means:

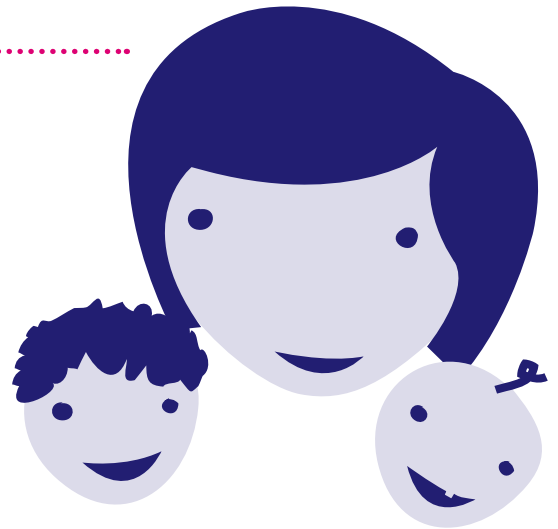
The severe health and social consequences for babies and families who do not have access to diapers is a bum deal. Lack of enough diapers can lead to a whole mountain of problems for families in need: unhappy babies, unhealthy communities, under-educated toddlers, and under-employed adults. Something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



Diaper Collection Form

Use this form to track your efforts

Send us (info@helpamotherout.org) your completed form. Got Pics? Send us photos from your drive and we'll include them in our next newsletter!



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	

Name:

Community Group: Date:

Email:

Phone: