

HELP A MOTHER OUT.ORG

Diaper Drive Toolkit

This toolkit is offered to **anyone** who would like to host a diaper drive **anytime, anywhere** there is a critical need for diapers. Let us know how it works out!

We would be delighted if you hosted a diaper drive for one of our partners. Visit www.helpamotherout.org to select a non-profit and contact us info@helpamotherout.org to inquire about Help A Mother Out sponsoring your event.

So you want to host a diaper drive? Here are ideas to make it happen!

- Break out your **e-mail address contacts, Facebook contacts, Twitter contacts** and let everyone know you are hosting a drive. Then, ask them to forward to their friends, family and contacts as appropriate.
- Hosting a **virtual drive** might mean using an Amazon wish list or collecting money to buy diapers yourself.
- Make sure **your bin** is colorful, eye-catching and clearly explains the how, when, and why of your diaper drive.
- If you are collecting at a specific location (school, work, church, community group), consider a **kick-off event** to show off your bin, and explain the critical need for diapers in your area.

Cool ideas to motivate your donors:

Teachers, Administrators, Parents, Child-Care Providers, Scouts Leaders:

- Competition! This is a great way for classes, grades, teachers & students, departments, to compete for Most Diapers Collected.
- Teachers: this is a great idea for Service Learning credit! This is also a great opportunity to incorporate real-life, real-time lessons about poverty, working poor, and driving home the concept that everything we do impacts other people in our communities.
- Parents: kids learn how to organize themselves and others; they figure out logistics; they set goals and then learn how to negotiate getting rides, making pick-ups and deliveries and maybe even getting local businesses to give discounts and donations.
- Winners can have a party or be recognized at regular school awards ceremonies

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Companies, Volunteers, Churches, Community Groups, Playgroups:

- Competition! Departments, neighborhoods, managers & employees compete for Most Diapers Collected.
- Your company might match donations or provide incentives for donating such as free trial memberships, gift cards for donors, or a discount coupon on the day of donation.
- If you have a kick-off event, get a local restaurant to donate snacks in return for the cross-promotion of their business.
- Use your newsletter and bulletin board to get the word out.
- Ask businesses in your community to keep donation drive flyers in a conspicuous area.

More creative ideas for everyone:

- **Throw a baby shower** for a homeless baby. Invite the girls over for brunch and ask them to bring diapers. Make it fun with baby shower games.
- **Host a bake sale.** This is a great idea to involve lots of people for little cost, with a great payoff. Use the money to buy diapers!
- **Collect loose change.** At work you can do this over a period of time. Community groups might choose one month to dedicate to this. Go to Coinstar and redeem 100% of the money for an Amazon.com gift certificate to buy things from wish lists.
- **Ask people to go shopping in their own closets.** Maybe kids have outgrown a diaper size? Organizations will take individual diapers from an opened package.
- **Parties:** lots of people are coming together already, why not ask everyone to bring diapers? This is a great idea for baby showers, bridal showers, and kids' birthday parties.
- **Special Events:** Get the organizer to cross-promote your diaper drive. Maybe attendees can receive a discount on the entrance fee (or a free drink!) if they bring diapers.
- **Promote your drive with a flyer in goodie bags.**
- **Host a "Bring Your Left Over Gift Cards" party.** Everyone has gift cards with a few dollars on it. Ask friends to bring their gift cards to a party, and then you can then use them to purchase diapers.
- **Are you an artist or do you know someone who is?** Consider auctioning original photographs or art and use the money to buy diapers.
- **Can you raise \$13,000?** This will buy 100,000 diapers. We'll tell you how!

Remember: Your community wants to Help a Mother Out -- you just need to find a way to bring everyone in.