

# Diaper Drive Toolkit



PLAN a successful diaper drive

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COLLECT your donated products

This toolkit includes helpful tips, handouts, flyers and more!

# GENEROUS HOUSE knoxville

Hello!

Thank you for making a positive impact in the lives of babies and families in our community. We appreciate your generous commitment of time and resources to organize a diaper drive for families who experience a diaper need. Not only will you be providing diapers to families, but also helping to educate people through raised awareness of the diaper need in the Knoxville community!

With this toolkit, we hope to provide you with ideas and guidance to assist you in launching your own successful diaper drive. In addition, please feel free to use any materials or information found on our website, [www.generoushouseknoxville.org](http://www.generoushouseknoxville.org). You may also contact us at [info@generoushouseknox.org](mailto:info@generoushouseknox.org) with additional questions.

Best Wishes,

The Generous House Diaper Bank

## Included in this toolkit:

- Diaper Drive Checklist
- Diaper Drive Ideas
- Social Media Tips
- Diaper Drive Announcements (2)
- Sample Letter
- Closing Letter



# HOSTING A DIAPER DRIVE

- Choose a location!**  
Pick a place that is centrally located to generate greater participation. Schools, library, local businesses. Label collection bins.
- Pick a date and time**  
Plan to host your diaper drive for at least a week or longer. Choose a start and end date.
- Spread the word**  
Announce your diaper drive on social media, email, posters and/or local media.

Please let us know what works for you. We would love to hear additional suggestions and opinions.

## Themes

Picking a theme can make your diaper drive standout! Themes can be simple as “Moms helping Moms”, Stuff a Bus, or more creative like a themed dinner dance for diapers!

## Locations

Be creative & convenient. There are many ideal locations for a diaper drive. Some examples are:

- Schools
- Places of worship
- Community Centers Offices
- Libraries
- Coffee shops
- Car dealerships
- Gyms
- Grocery stores
- Fire stations
- In lieu of gifts

## 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!

# Get the Word Out

Social media is a highly effective tool to reach a large amount 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 Generous House Knox as well! Share your story (create posts with all the diaper drive details or even film 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 universal hashtag #DiaperNeed in your posts.

## Instagram

Share pictures of your diaper drive flyer, donations, EVERYTHING! Utilize the location tagging tool to share your collection sites Tag Generous House Knox (@genhouseknox) and anyone else you want involved. Remember to hashtag #generoushouseknox and any other relevant hashtags that may draw interest to your posts.

## Twitter

Tweet 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 hashtag #generoushouseknox and any other relevant tags in your tweets!

# BE A PART OF OUR DIAPER DRIVE

## Diapers Make A Difference

Low-income families in our community often have to decide whether to buy food or diapers. Diaper need is the struggle to provide children clean, dry diapers. It is a growing contributor to poverty, abuse and illness.

Did you hear about  
the diaper drive?

A great opportunity that lets  
kids, families and organizations  
share in the spirit of giving.



Collecting Diapers from \_\_\_\_\_ to \_\_\_\_\_

Drop off Location:

\_\_\_\_\_

Dear Friends and Family,

Did you know that 1 in 3 families in America struggle to afford diapers for their children? Without an adequate supply of diapers, many babies are left in dirty diapers for hours, making them more vulnerable to diaper rash, infections, and abuse.

Did you know...

- One in three parents in the USA have experienced diaper need
- A month's supply of diapers can cost \$100+ per child
- Desperate parents resort to cleaning out and reusing soiled diapers or creating one from household products

The fact that this is the reality for so many families is simply unacceptable. I invite you to join me and become a part of the solution by supporting my diaper drive, with all donations going to the Generous House Knox Diaper Bank.

The Generous House Knox Diaper Bank is a non-profit organization that works to address the diaper need of local families by collecting and distributing diapers.

Here are the details for my event:

Date:

Time:

Place:

Contact:

Diaper Size: All sizes are welcome, but the most needed sizes are 2, 3, 4, 5 and 6 and pull-ups sizes 3T-4T and 4T-5T. Open packages, wipes and Depends are welcome!

MY DRIVE GOAL IS TO DONATE \_\_\_\_\_ DIAPERS Help me get there by donating diapers or money to purchase diapers!

Thank you in advance for supporting this important diaper drive! Together we can keep all children safe, warm, and dry.

Sincerely,



Help make a change!

Support our

# DIAPER

# DRIVE

1 in 3 families struggle to purchase diapers.

DATE(S):

DROP OFF LOCATION:

CONTACT:



# GENEROUS HOUSE knoxville

## Diaper Drive Closing Statement

Please email the completed form to [info@generoushouseknox.org](mailto:info@generoushouseknox.org)

Thank you for your hard work and efforts on this diaper drive!

Company/Group Name: \_\_\_\_\_

Primary Contact Name: \_\_\_\_\_

Contact Person Phone: \_\_\_\_\_ Email address: \_\_\_\_\_

Number of diapers collected:

Newborn		Size 5	
Size 1		Size 6	
Size 2		Size 2T/3T	
Size 3		Size 3T/4T	
Size 4		Size 4T/5T	

Total Diapers	
Total Wipes (if collected)	

Total Financial Contributions: \$ \_\_\_\_\_

Did you meet your goal? (circle one)    Yes!    Not Quite    We Exceeded Our Goal!

Are you interested in having a diaper drive again next year?    Yes!    Probably Not

Approximate number of donors in your drive \_\_\_\_\_

What worked best for your drive? \_\_\_\_\_

What would you do differently next time? \_\_\_\_\_

How could the Diaper Bank have helped to make your drive more successful? \_\_\_\_\_

Additional comments or questions: \_\_\_\_\_