

1 in 3 moms struggle to afford enough diapers

Let's help
babies in need!



DIAPER DRIVE



1 in 3 families struggle to provide enough diapers to keep their children clean, dry and healthy. Indiana Diaper Bank is working to ensure every baby receives the fresh start in life they deserve. Something as little as a diaper is shown to be the biggest influence on maternal mental health, it influences access to early learning and of course can cause rash and illness if left soiled for too long.



www.indianadiaperbank.org



DIAPER DRIVE TOOLKIT

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.



Use this document as a starting place.

Diaper Need Facts



Step by Step Guides



Printable Resources



Get Started

Know Your Facts

Print for Report

Interactive
Bubble Activity

Sharable
Graphics

Goal Chart

Are You Ready To Host Your Own Diaper Drive?



Let Indiana Diaper Bank know about your plans at (317)983-4009

- We can let you know about specific sizes needed
- We may be able to provide a bin for you (otherwise any large box or bin works great!)
- We can set up an Amazon wishlist if you'd like



Choose a date and time

- Plan ahead
- Consider using a fun theme or timing your drive with a particular event.



Figure out internal logistics

- Find a convenient place for people to drop off diapers
- Be sure to send them the online wishlist info (if any)
- Label collection bins colorfully and clearly with attached diaper drop off sign!
- Set goals for collection



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



Collect and Tally

- Tally the number of diapers collected
- Coordinate post-drive diaper collection with IDB (info@indianadiaperbank.org)
- IDB collects open and new packages of disposable diapers, new and used CLEAN cloth diapers, wipes, diaper creams and other diapering essentials.



Recap and inspire others

- Publicize the results of your successful drive
- Send us (info@indianadiaperbank.org) a recap that we can post to inspire other

Know Your Facts

- Diaper need** is the lack of a sufficient supply of diapers to keep a child clean and healthy.
- Over 20,000 infants and children in the Indianapolis** area lack an adequate and reliable source of diapers. To envision the scale of the issue, the number of infants affected is larger than the number of seats in Bankers Life Fieldhouse!
- WIC and other public assistance programs do not provide diapers, categorizing them as **"luxury items."** Many families depend upon Indiana Diaper Bank and our partner agencies to meet their infant hygiene needs.
- Regardless of age or size of child, 6-10 diapers are needed daily. Estimates for diaper cost are **\$100 monthly and over \$1,000 annually** per child.
- More than **one-in-three American families (36%)** struggle with diaper need.
- Roughly **three-in-four of all families surveyed (73%)** feel they are not being good parents when their children are left too long in a dirty diaper. One third of households in need experience feeling stressed or overwhelmed by diapering
- Of families facing diaper need, nearly **three-in-five parents (57%)** miss work or school due to a lack of sufficient supply of diapers required by daycare or early learning programs. As a result, these parents miss an average of four days of work or school in a given month.
- One in five families** experiencing diaper need have had to choose between purchasing food or diapers.
- Children left in soiled diapers for too long visit medical providers **four times more often** than children changed on a more consistent basis.
- Parents are required to supply a full day of diapers for their children or the child is **turned away from daycare programs.**
- Referenced Statistics as revealed by the Diaper Need and Its Impact on U.S. Families Study conducted by Huggies and the National Diaper Bank Network

Subject: Diaper Drive

[Insert Name(s)] will host a Diaper Drive in support of Indiana Diaper Bank, a nonprofit 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 Indiana Diaper Bank 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, infographics, prize incentives and goals (as applicable)]

Keep in Mind

Motivate your 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

#DiaperNeed

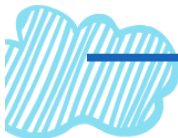
Empowered families can





#DiaperNeed

I will help end #DiaperNeed by





Get Started

Know Your Facts

Sample Email

Interactive
Bubble Activity

Sharable
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Goal Chart

1 in 3 families reports #DIAPERNEED



Every baby deserves
a clean diaper.

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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 NDBN, 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 NDBN (@DiaperNetwork) and anyone else you want involved
- Remember to hashtag #DiaperNeed and any other relevant hashtags that may draw interest to your posts



Need some inspiration?
This toolkit includes posts
you can use to get started!

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 #DiaperNeed and any other relevant tags in your tweets!

GET PERSONAL!

Emails are an incredibly effective tool to utilize throughout your diaper drive. Personalize your message and go into detail on why you are hosting a diaper drive and would like the individual or company to participate. Explain what you are collecting, where, and of course, your goal.



Social Media Samples

- *I believe all babies deserve clean diapers.*
- *Please show support by donating to my diaper drive! (insert graphic with details on diaper drive)*
- *Did you know 1 in 3 families struggles with #diaperneed? Please donate to my diaper drive to help change that.*
- *Small things impact big things. That is why I'm holding a diaper drive on behalf of @Indiana Diaper Bank.*
- *Please consider giving today (add time + location details)*
- *Diaper need is a hidden consequence of poverty. Help me reach my goal today and donate to my diaper drive!*
- *Every diaper counts. Help make a difference in a family's life today.*
- *Donate to my diaper drive that will be taking place in (location)*
- *#DiaperNeed Fact: Without a supply of diapers, babies cannot participate in early childhood education. Please consider donating to my diaper drive!*
- *Babies require up to 12 diapers per day, at a cost \$70-\$80 per month per baby – a cost many families cannot afford. #DiaperNeed (insert diaper drive flyer)*