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# DIAPER DRIVE TOOLKIT

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Dear Diaper Drive Organizer,

Thanks so much for caring enough to coordinate a diaper drive! Your efforts will pay off, and you will make a difference in the lives of many local babies and toddlers.

This toolkit provides you with all you'll need to get started collecting diapers. It's super easy, and it's an excellent way to bring people together for an awesome cause. Diaper drives allow everyone to do just a little bit and make a huge impact!

Please contact us and let us know about your drive. We are happy to help in any way!

Good luck and thank you again!

Best,

**The Central New York Diaper Bank**

[cnydiaperbank@gmail.com](mailto:cnydiaperbank@gmail.com)

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## So, you want to host a diaper drive to help babies in our community? You're the best! And you're in luck: All you need to know is below!

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### 1. CALL OR EMAIL US – WE CAN HELP!

Before you hold your event, please get in touch with the Central New York Diaper Bank to let us know you are planning a diaper drive. We can tell you if there are any specific sizes we are especially in need of at that time and send you an easy spreadsheet to tally your collection total. We can also help you to promote your drive.

### 2. PICK A PLACE!

**Location, Location, Location: Think BIG!** Pick a location that will be accessible to many people. Ideas include:

- ♥ Your church
- ♥ Your child's school
- ♥ Your workplace
- ♥ Your neighborhood
- ♥ Your gym
- ♥ Local coffee shop
- ♥ Local boutiques/shops
- ♥ Your home
- ♥ Or make it virtual! Make a wishlist on Amazon.com and ask friends and family to purchase diapers for your drive.

**Or Make It a Party!** If you're already planning a party ask guests to bring along a pack of diapers! What about hosting a:

- ♥ Baby Shower or Sprinkle
- ♥ Birthday Party
- ♥ Cocktail Party
- ♥ Just Because Party
- ♥ Game Night
- ♥ Movie Night
- ♥ Play-date party at your home or a community space
- ♥ Or simply a diaper donation party

### 3. CHOOSE A TIMEFRAME

Plan on holding your diaper drive for at least a week, and maybe as long as three weeks, so people have enough time to donate. Does it make sense to tie your drive to a specific holiday or happening? Is there a planned event in your community that you can partner with – for instance, a school fair you can be a part of? A community festival? A used-book sale at your library? A local performance? Be sure to tell guests that in lieu of diapers they can give a cash donation, which allows us to buy diapers at a discount.

### 4. GET THE WORD OUT!

There are tons of free ways to advertise: Use the social networking world – send emails, post your drive on Facebook and Twitter, ask your friends to share it with their friends. Are there local bloggers who can help spread the word? What about school newsletters? Be sure to include the dates you are collecting diapers and the location. And remember, one of the best ways to advertise is still word of mouth, so – talk about the drive to anyone and everyone!

### 5. COLLECT AND TALLY THE DIAPERS!

Place a large, brightly decorated box in a convenient place where people can drop the diapers. A large cardboard moving box (available at Home Depot for \$2!) covered in wrapping paper works great! Or you could use a large storage bin or even a Pack 'n Play® (or portable playpen)! Be sure to label the box (see the Dropbox flyer in this kit, or create your own). Once the diapers are collected, tally the total using the spreadsheet provided. Share the results with everyone who participated. Finally, get in touch with the CNY Diaper Bank so we can coordinate the diaper drop-off or pickup.

### 6. ENCOURAGE OTHERS TO HELP

- ♥ Be sure to advertise your results to all those who participated and others as well. Write about your results in terms of “this time we collected” or “this time we raised...” so people understand there is an ongoing need.
- ♥ Send thank-you notes to all who helped make the drive a success.
- ♥ Start planning your next diaper drive!