

Community Baby Shower

Tips for Success



Get Organized

Find a partner. Choose a local agency recipient for the new mother & infant care items. Unless you have predetermined the items you want to collect, work with them to determine what needs you can address with your ‘community baby shower’.

Make it easy to give. Provide boxes for donations. Offer the option of giving items, cash, or check. Identify drop-off sites. Consider offering more than one site if your company is large or has multiple locations.

Communicate Clearly

Educate everyone about the issue you are addressing and its impact in the community. ‘Community Baby Showers’ help low-income expectant and new parents prepare for the arrival of their new baby by providing them with essential items every parent and new baby need. Understanding the need will motivate people to give.

Set a goal. If this is the first collection you are holding, pick a goal that is challenging, yet achievable. If you have held previous infant care drives, consider increasing your goal this year. Be sure to post information about the collection in a prominent location and report daily contributions towards reaching the goal.

Pick a catchy slogan & create a flyer.

Slogan Examples:

- “Baby Basics”
- “New Mommy Medley!”
- “Baby Batches”
- “Bibs for Babies”
- “Diaper Downpour!”
- “Presents for Parents”

Thank your donors. Communicate final results and express thanks to participants - in employee newsletters, or on your intranet or website.

Provide Incentives

Organize contests. Friendly competitions can be arranged between different departments at your organization. Offer prizes (coupons for free lunches or a vacation day) to the team that brings in the most donations.



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Suggested Collection Items



Hygiene & personal care items:

- Baby Lotion
- Baby Powder
- Diaper Rash Ointment
- Gentle Laundry Soap
- Teething Gel
- Vaseline
- Baby Wash
- Q-Tips & Cotton Balls
- Baby Wipes
- Wash Cloths

Clothing & Diapers

- Onesies
- Burp Cloths
- Diapers
- Bibs
- Diaper Bags
- Socks

Additional Items

- Blankets
- Pack-N-Play Sheets
- Picture Books
- Rattles
- Pacifiers
- Bottles

Questions? Email TheVolunteerCenter@hwmuw.org

