



Giving diapers creates butt-loads of change.

Diaper Drive Toolkit



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Dear Diaper Drive Organizer,

THANK YOU! You are helping babies and families in our community in a real and lasting way! Providing a baby with clean diapers creates an immediate, positive impact in the life of that individual infant and the life of that family. Mom4Moms believes we can create, through actions large and small, collective and individual, a community in which families have all they need to thrive. Thank you for helping to build that community.

This quick Toolkit contains facts about the need for diapers, diaper drive ideas and the simple steps to create a successful diaper drive. Interested in hosting a Diaper Drive? Mom4Moms will email you an Excel file to track the diapers you collect. Given the large number of diapers Mom4Moms plan to receive through drives; tracking the items you collect is essential and allows you to easily share your success with those who contributed.

Know that we're here to help! If there's anything we can do to make your diaper drive more successful, please let us know. We look forward to getting the diapers you collect to families who desperately need them!

Warmest Regards,

Mom4Mom *Mommies*



HOSTING A DIAPER DRIVE

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!

1. Call or Email Us! We Can Help!

Before you hold your event, please get in touch with Mom4Moms to let us know you plan on holding 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 publicize your drive.

2. Pick a Place!

Location, Location, Location: Think BIG! Could you host it at your workplace? Your child's school? Your place of worship? Is there a well-loved local business that might be interested in hosting a diaper drive with you? Be sure you select a location that is easily accessible to many people.

3. Choose A Time!

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 an already 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. Be sure to label the box (see the drop box 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 Mom4Moms so we can coordinate the diaper drop off or pick up.



DIAPER DRIVE IDEAS!

Team Up

You can easily organize and run a drive by yourself, but think about hosting a drive with a few friends. You maximize networks for spreading the word and minimize the work by sharing it among a few people.

Locations Galore

So many places are ideal for a diaper drive! Here are some that come to mind right away:

- Your church/temple/mosque/place of worship
- Your school/pre-school
- Your workplace
- Local library
- Coffee shops
- Children's stores/Boutiques Salons / Spas Community play spaces
- Your neighborhood association or block

Healthy Competition

Who doesn't love winning? Turn your drive into a competition — offer small prizes for the department in your office that brings in the most diapers or award certificates to the class that collects the most. Friendly competition can also help spread the word and increase turnout.

Make It a Party

If you're already planning a party, ask folks to bring a pack of diapers as their admission fee." What about hosting a:

- Baby Shower
- 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

Encourage "Next Time" -itis

- Be sure to advertise your results to all those who participated and others as well. Couch 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!