



Junior League of
Albuquerque
Diaper Bank

DIAPER DRIVE TOOLKIT



PLAN

A successful diaper drive

COLLECT

Your donations

GIVE

To the JLA Diaper Bank





THANK YOU FROM THE JLA DIAPER BANK

Dear Diaper Drive Warrior!

We bow down to your awesomeness! THANK YOU for your generous commitment of time and effort to coordinate a diaper drive for families who experience diaper need.

Our community has thousands of babies who are going without all the clean diapers they need. YOU are playing a critical role in ending Diaper Need in Albuquerque and the surrounding communities and helping ensure that all babies have a chance to be happy, healthy, and safe.

A diaper is a simple thing, and we know one diaper doesn't last long. But every single diaper you collect makes a lasting impact on babies and caregivers in need. From all of us at the JLA Diaper Bank, thank you for making a difference in our community!



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This Toolkit Includes



Hosting a Diaper Drive

Diaper Drive Ideas

Social Media Tips

Social Media Samples

Diaper Drive Checklist

Diaper Collection Form

Diaper Drive Goal Sheet

Fact Sheet Handouts

Diaper Drive Flyers and Signs

Let's Get Started!



Hosting a Diaper Drive



What is a Diaper Drive?

Host a drive to collect diapers; reach out to friends, family, neighbors, colleagues, etc. During your drive, collect as many diapers as possible while sharing about the diaper need in our community. Deliver donated products to JLA for the Diaper Bank team to package and distribute to a family in need.



Choose Your Location(s)

Pick a place that is centrally located. A library, school, or local business. Gain the support of the community by making it convenient to donate! Selecting a location that is easily accessible will generate greater participation. Label collection bins, and download our drop box flyer!



Decide on a Time Frame

Plan to host your diaper drive for at least a week or longer, so people have enough time to donate. Does it make sense to tie your drive to a holiday or community tradition? Perhaps you can partner with an already planned event! FYI: National Diaper Need Awareness Week takes place at the end of every September.



Get the Word Out

Announce your diaper drive through social media, press releases to local media and the posting of notices (like the fact sheets and flyers included) near the locations to donate! One of the best ways to advertise is word of mouth so be sure to talk about anyone and everyone.

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Diaper Drive Ideas

Time to Team Up

Hosting a drive with a few friends, coworkers, or family members can really help spread the word and minimize the work load by sharing it among a few people. Grab a helpful hand or two and get started!

Themes

Picking a theme can make your diaper drive stand out! 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

Pick a Team

We are surrounded by potential teams! Some examples are:

- Community groups
- Work team
- Sports team
- Book club
- Student Service Project
- Religious groups

Party It Up

If you're planning a party, ask guests to bring a pack of diapers as their admission or in lieu of gifts!

- Baby shower
- Block party
- Birthday party
- Cocktail party
- Game or movie night

Include this text on your shower invite: In lieu of gifts, we are accepting diaper donations for The Junior League of Albuquerque Diaper Bank. These diapers will help other babies and toddlers in our community.



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!



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Social Media Tips



Get the Word Out

Social media is a highly effective tool to reach a large number 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 NDBN and JLA Diaper Bank
- Share your story (create posts with all the diaper drive details or even record a Facebook Live)
- Create a sharable 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 #EndDiaperNeed in your posts
- Tag and mention Junior League of Albuquerque, too

Instagram

- Share pictures of your diaper drive flyer, donations, EVERYTHING
- Utilize the location tagging tool to share your collection sites
- Tag JLA Diaper Bank @juniorleagueabq
- Use hashtags like #JLABqDiaperBank #EndDiaperNeed and #DiaperOn



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 #EndDiaperNeed and personal hashtags for your diaper bank

Get Personal: Send a text or email!

Texts and emails are incredibly effective tools 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.



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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)
- Small things impact big things. That is why I'm holding a diaper drive on behalf of Junior League of Albuquerque Diaper Bank. Please consider giving today (add time a 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 (location). #EndDiaperNeed
- Babies require up to 12 diapers per day, at a cost of \$70-\$80 per month per baby -- a cost many families cannot afford. #EndDiaperNeed.
- Diapers are an essential need for young children, but 1 in 2 U.S. families can't afford enough diapers to keep their baby clean, dry and healthy. Join me and @JuniorLeagueofABQ in working to #EndDiaperNeed and donate to my diaper drive today!
- Did you know that 1 in 2 U.S. families with young children struggle to afford diapers? I'm proud to work with @JuniorLeagueofABQ to #EndDiaperNeed. Join us by donating to my diaper drive today!
- Diaper need forces families to make tough choices to afford diapers. That's why I'm proud to join @JuniorLeagueofABQ Diaper Bank in the fight to #EndDiaperNeed. Help us by donating to my diaper drive today!
- Diaper need is a public health crisis. Without enough diapers, babies are exposed to health risks, parents miss out on work & wages, & children are unable to participate in early education. Help #EndDiaperNeed by donating to my diaper drive benefiting the @JuniorLeagueofABQ Diaper Bank today!

Helpful Hints

JLA Diaper Bank has graphics you can use in your social media posts. Find them on our Facebook page or email us at diapers@jlabq.org

Encourage your followers to share your posts to reach an even bigger audience!



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Diaper Drive Checklist

Partner with JLA Diaper Bank

First visit jlabq.org to find more information about our organization and apply to host a Diaper Drive. This is an important step to ensure you receive the resources you need and set up a drop off time.

Select Start and End Date

Decide when you want to start and stop collecting diapers. A good deadline helps everyone. Diaper Drives usually last a week or a month.

Set Your Goals

How many donations would you like to raise? After we get your application we will let you know what sizes have the highest need. Develop a way to track your progress or use our goal chart.

Recruit Volunteers

Ask friends, family, colleagues, or neighbors to help out!

Choose Your Locations

Decide where you will collect your donated product. Pick one or more locations that are centrally located and willing to help, like a local business, bank, library, etc. Be sure to label your collection bin (flyer included in this toolkit).

Spread the Word

Announce your diaper drive via social media, emails, local news outlets, and post a flyer in a common area or send an invite to friends and family. Distribute the diaper need fact sheets in this toolkit. Be active before AND during the drive!

Start Collecting Diapers

Rally the volunteers and start collecting diapers! Don't forget to take photos you'll need them later!

Deliver the Diapers

Contact us at community@jlabq.org to coordinate a time to drop off all the diapers you collected. If you can bring a few people who participated to help unload! Please tally up the diapers or other products you collected on the tally sheet in this toolkit. This helps us with inventory and helps you determine if you achieved your goal.

Share Your Results

Post pictures on social media and let everyone know (including JLA Diaper Bank) your results! Don't forget to thank donors and volunteers too!



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Diaper Collection Form

Use this form to track the number and sizes of diapers you collect. This helps us with inventory and helps you determine if you've reached your goal.

SIZE	NUMBER OF DIAPERS
Newborn	
Size 1	
Size 2	
Size 3	
Size 4	
Size 5	
Size 6	
Pull Ups 2T/3T	
Pull Ups 3T/4T	
Pull Ups 4T/5T	
Misc.	
TOTAL	

Total Donations:

Number of Diapers:

Number of Wipes:

Financial Contributions:

Your group/organization/name:

Phone number:

Email:

Date:

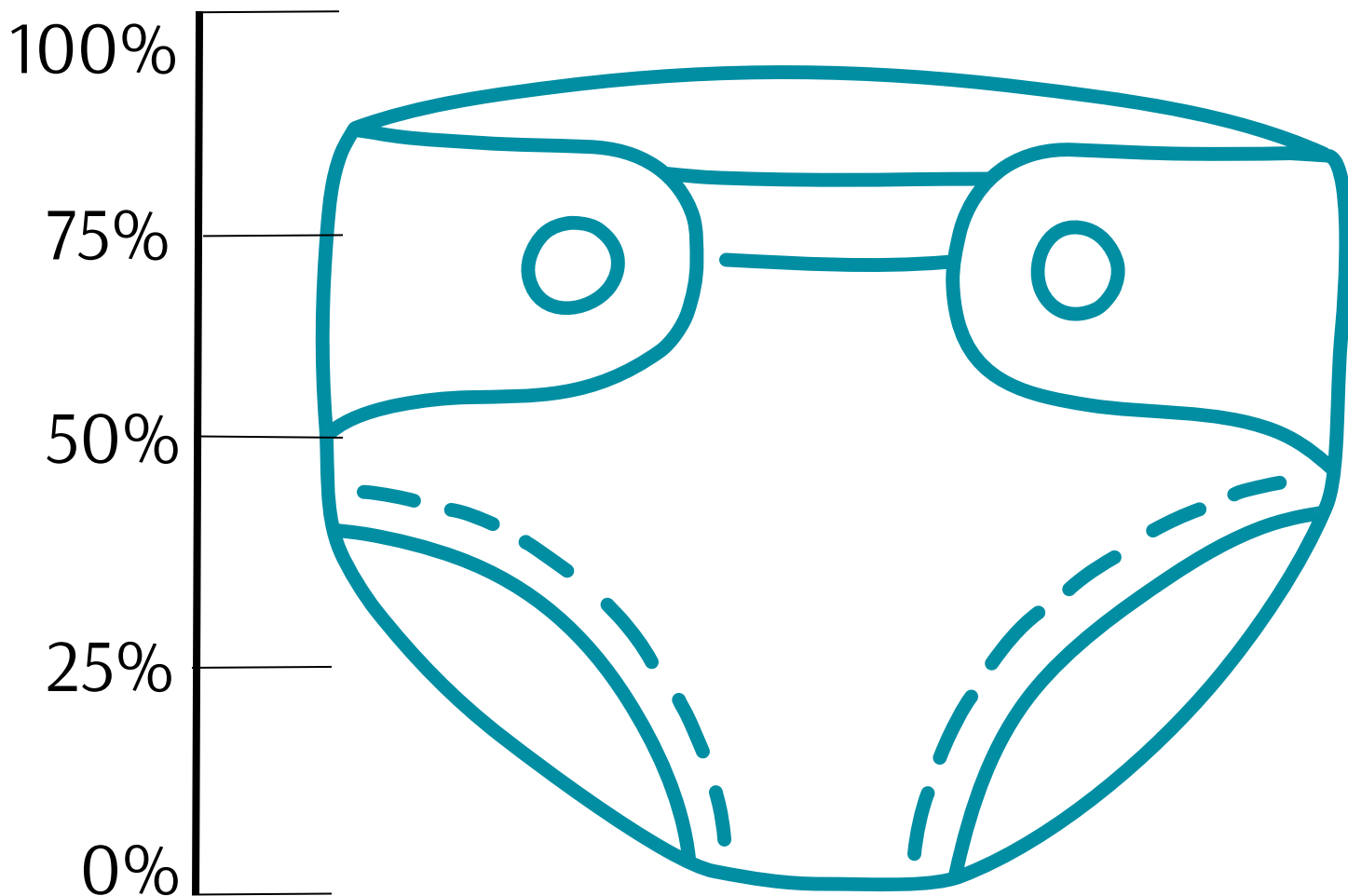
All donations go to JLA Diaper Bank



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1 in 2 families struggle with #DiaperNeed.
Help a family today by donating a box of diapers!

Our Goal: Diapers!



Can't bring diapers in person? It's ok!
Donate via JLA Diaper Bank's Amazon Wish List
via the QR code here:



Fast Facts about...

Junior League of Albuquerque Diaper Bank

What Is the Junior League of Albuquerque Diaper Bank?

The JLA Diaper Bank was founded in 2018 and is the only Diaper Bank serving the Albuquerque Metro area. Run by our volunteer members, the Diaper Bank collects, purchases, and packs diapers for our community partners across the Albuquerque Metro Area. Our partners place monthly orders and receive diapers at no cost, to distribute to their clients. Through these partnerships, we are able to distribute thousands of diapers annually.

We are proud members of the National Diaper Bank Network, a national organization of banks working to end period poverty in local communities.

Why Diapers? *

Diapers are material basic necessities all children require, as essential as food, shelter, and clothing. Yet, most state and national safety-net programs do not recognize diapers as a basic need.

Ways You Can Help

SUPPORT JLA Diaper Bank members by making a donation at jlabq.org/donate All proceeds go towards our mission to help meet the basic needs of all babies and their families.

HOST your own diaper drive and donate the product to JLA Diaper Bank. Download our free diaper drive toolkit on jlabq.org/diaper-bank



Fast Facts about... Diaper Need in the United States

What Is Diaper Need?

Diaper need is the lack of a sufficient amount of diapers to keep a baby clean, dry, and healthy.

This is an issue affecting 1 in 2 families in our community.

Babies require up to 12 diapers a day, toddlers about eight.

The Numbers

5M

Babies and toddlers live in poor or low-income families.

\$70-\$80

Average monthly cost of diapers per child.

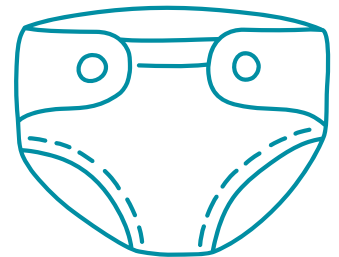
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Number of federal programs that cover the cost of diapers.

Diapers are material basic necessities all children require, as essential as food, shelter, and clothing. Yet, most state and national safety-net programs do not recognize diapers as a basic need.

The Consequences of Diaper Need

- Babies who remain too long in a soiled diaper are exposed to potential health risks
- Most child care centers, even free and subsidized facilities, require parents to provide a day's supply of disposable diapers
- Many parents cannot go to work or school if they can't leave their babies at child care



A recent study conducted by NDBN and Huggies found that parents who struggled with diaper need missed an average of four days of work a month.*

*As revealed by the Diaper Need and Its Impact on U.S. Families study conducted by the National Diaper Bank Network and Huggies

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BASICS AREN'T BASIC.*

*They're essential.

Please support our
DIAPER DRIVE

All funds and diapers donated benefit

JLA Diaper Bank

Date(s):

Location(s):

Hosted by:

Can't bring diapers in person? It's ok!
Donate via JLA Diaper Bank's Amazon
Wish List via the QR code here:

Please mention this Diaper Drive in
your Amazon Order.



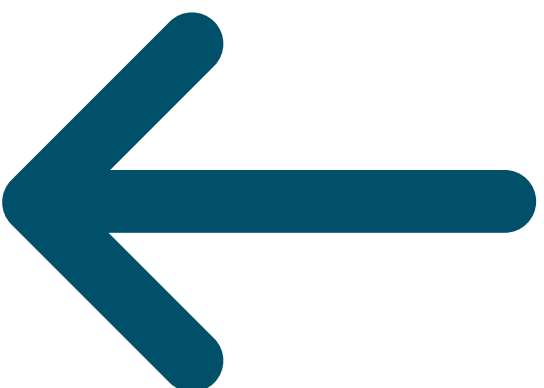
Thank you for helping keep babies
clean, dry, and healthy.



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Drop Diapers

Here *



Now feel good for helping keep babies
clean, dry, and healthy.



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