

SWEET CHEEKS DIAPER BANK

# DIAPER DRIVE TOOLKIT

FOR LOCAL HEROES EVERYWHERE

## PLAN

a successful diaper drive

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## COLLECT

your donated products

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## GIVE

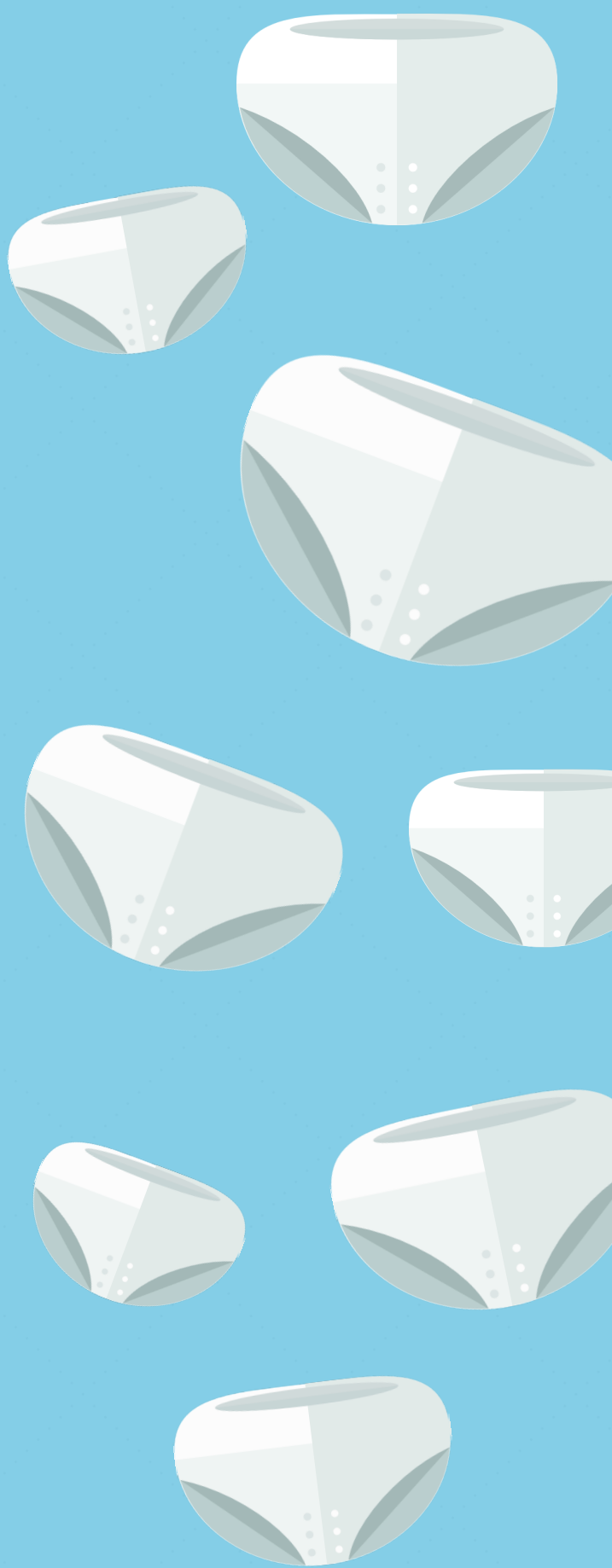
to SCDB



**Sweet Cheeks**

**DIAPER ♥ BANK**

CHANGING THE BOTTOM LINE FOR FAMILIES IN NEED



This toolkit includes helpful tips,  
handouts, flyers and more!



# Thank You from SCDB

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 over 16,000 babies who are going without all the clean diapers they need. YOU are playing a critical role in ending Diaper Need in Greater Cincinnati, 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 Sweet Cheeks Diaper Bank, thank you for making a difference in our community!

Sincerely,

Megan Fischer  
CEO + Founder



Sweet Cheeks

DIAPER ♥ BANK

CHANGING THE BOTTOM LINE FOR FAMILIES IN NEED

A special thank you to the National Diaper Bank Network for their support in all things diaper banking and for providing the amazing template and so much content for this document!

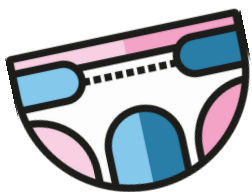


National  
Diaper Bank  
Network

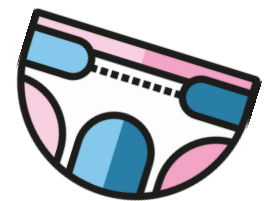


# This Toolkit Includes...

- 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
- Social Media Graphics
- Links to online content
- General SCDB Contact Info



Let's Get Started!





# Hosting a Diaper Drive



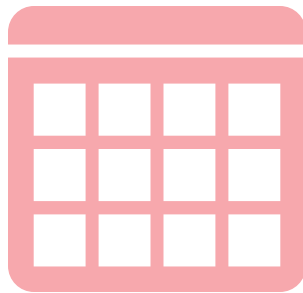
## Share Your Plans With SCDB!

We encourage you to contact us if you are hosting a diaper drive. We can help kick-off your diaper drive, brainstorm ways to make it super successful, and promote your efforts in the community. Just send an email to our Program Manager, Jean: [jean@sweetcheeksdiapebanks.org](mailto:jean@sweetcheeksdiapebanks.org).



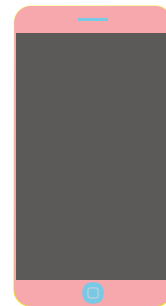
### Choose Your Location(s)

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: 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 post notices (like our fact sheets and flyers included in this kit) near the locations to donate! One of the best ways to advertise is word of mouth so be sure to talk about the drive to anyone and everyone.



# 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

## Party It Up

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

- Baby shower
- Block party
- Birthday party
- Cocktail party
- Game night
- Movie night



## 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!



# Social Media Tips



## Get the Word Out

Social media is a highly effective tool to reach a large amount 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 SCDB, 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
- Tag and mention Sweet Cheeks Diaper Bank too!

### Instagram

- Share pictures of your diaper drive flyer, donations, EVERYTHING!
- Utilize the location tagging tool to share your collection sites
- Tag SCDB (@sweetcheeksdiperscincy) 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

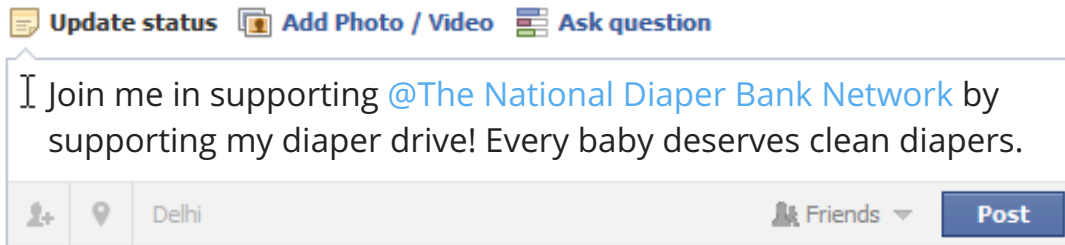
- Tweet before, during, and after your fundraiser. Let your supporters know how planning is going, how close you are to your goal, and the results!
- Share a link to your Facebook event, or fundraising page where followers can learn more about your diaper drive and diaper need
- Remember to include the hashtag #DiaperNeed and any other relevant tags in your tweets and tag us @SCDBCincy

## Get personal: Send an Email!

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 @sweetcheeksdiperscincy. 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)*

## Helpful Hint:

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

Follow us on social media for more useful content!



@sweetcheeksdiperscincy



@SCDBCincy



@sweetcheeksdiperscincy



# Diaper Drive Checklist

Follow and mark this 10 point checklist to ensure you have a successful diaper drive.

#DiaperOn!

## Partner with SCDB

First visit [sweetcheeksdiapebanks.org](http://sweetcheeksdiapebanks.org) to find more information about our organization and diaper need.

## Recruit volunteers

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

## Set your goals

How many donations would you like to raise? Ask us what sizes we need most. Develop a way to track your progress. (Use our goal chart!)

## Spread the word

Announce your diaper drive via social media, emails, local news outlets, and notices throughout your community. Distribute the diaper need fact sheets in this toolkit. Be active before AND during the drive!

## Collect and deliver

Rally the volunteers and deliver your donated diapers to your partner organization. Don't forget to take photos- you'll need them later!

## Select a start and end date

Typically, diaper drives run for one week to a month.

## Choose your location(s)

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).

## Decide on your theme

Whether it's a Stuff a Bus, a themed party, or a simple diaper drive in your office, choose what works for you!

## Set up transportation

Depending on how many diapers are donated, consider what type of vehicle you will need to transport them to our warehouse.

## Deliver the diapers

Contact our Program Manager, Jean, and coordinate a time to drop off all the diapers you collected. Bring a few people who participated to help unload! [jean@sweetcheeksdiapebanks.org](mailto:jean@sweetcheeksdiapebanks.org)

## Share your results!

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





# Diaper Collection Form

Use this form to track the amount and sizes of diapers you raise. Be sure to provide this information to us after your drive is done!

Size	Number of diapers
Newborn	
Size 1	
Size 2	
Size 3	
Size 4	
Size 5	
Size 6	
Pullups 2T/3T	
Pullups 3T/4T	
Pullups 4T/5T	
Wipes	
<b>TOTAL</b>	

<b>TOTAL DONATIONS</b>
Number of diapers:
Number of wipes:
Financial contributions:

Your group/organization/name:

Phone number:

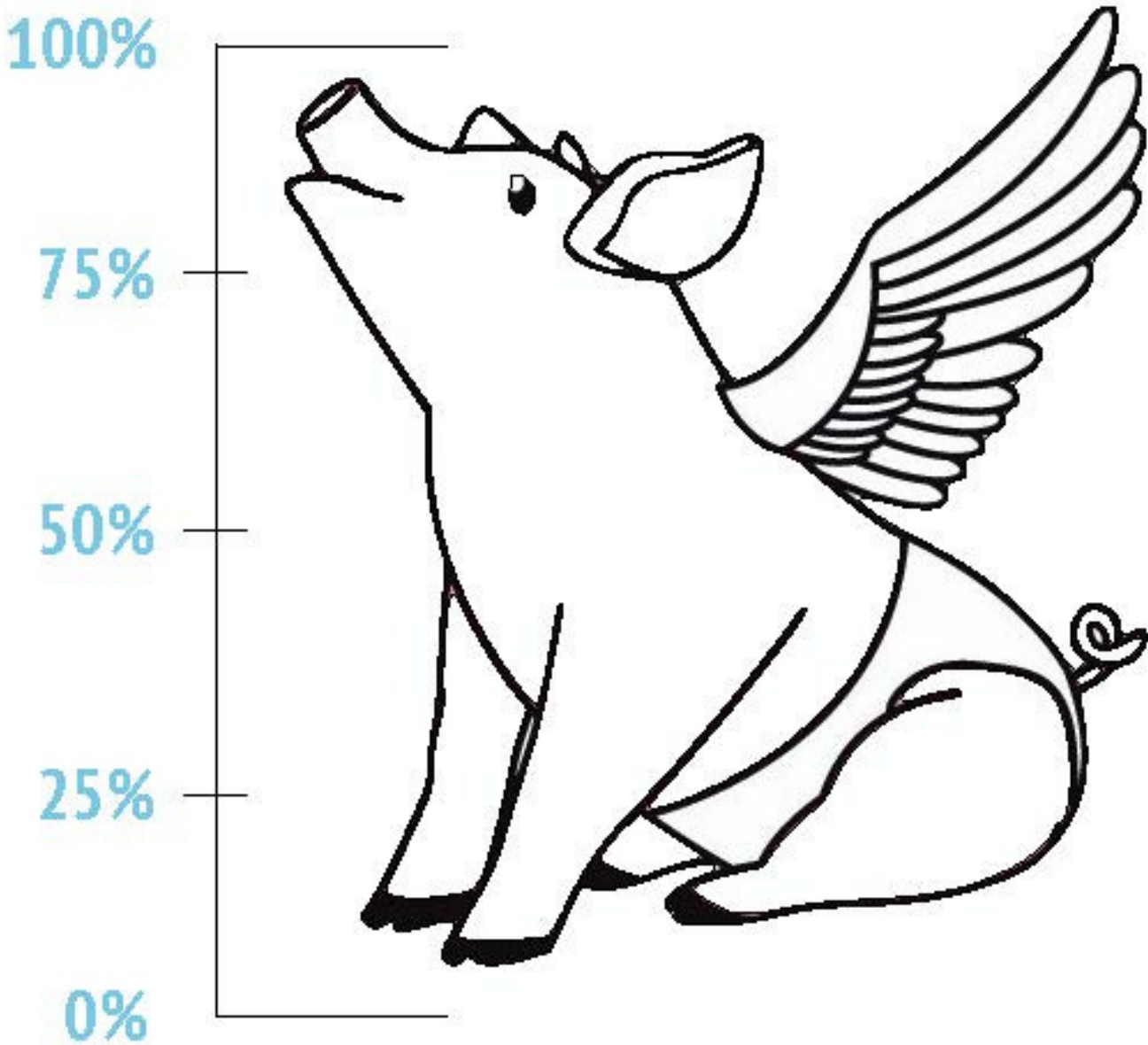
Email:

Date:

# DIAPER DRIVE GOAL SHEET

**1 in 3** families struggle with #DiaperNeed.  
Help a family today and donate a pack of diapers to  
Sweet Cheeks Diaper Bank!

**Our Goal: \_\_\_\_\_ Diapers**



All babies deserve clean diapers.

Follow us on social media:

Facebook/sweetcheeksdiperscincy

Twitter: @SCDBCincy

Instagram: @sweetcheeksdiperscincy

Join our movement: #DiaperNeed



SCDB is a 501(c)(3) organization and donations are tax deductible to the fullest extent of the law.



# Links + Contact Info

Click these links if you're on a computer!

## SHAREABLE CONTENT

**Watch the NDBN "How to host a diaper drive" tutorial here!**

**Social Media Graphics**

## OUR SOCIAL MEDIA PROFILES

**Twitter: @SCDBCincy**

**Facebook: sweetcheeksdiaaperscincy**

**Instagram: @SCDBCincy**

## SCDB General Info

**Address:** 1615 Republic St. Cincinnati, OH 45202

**Phone:** 513-402-1450

**Tax ID:** 47-5175383

Need to coordinate a post-drive diaper drop-off? Have questions about your drive? Want someone from SCDB to come speak at your group or company to help kick off your drive? Contact our Program Manager, Jean:  
[jean@sweetcheeksdiaaperbanks.org](mailto:jean@sweetcheeksdiaaperbanks.org).