

DIAPER DRIVE TOOLKIT

Opelousas
GENERAL HEALTH SYSTEM
FOUNDATION



PLAN

a successful diaper drive



COLLECT

your donated products



GIVE

to your partner organization

Thank you from OGHS Foundation Diaper Bank



Dear Diaper Drive Organizer,

Please accept this heartfelt thanks on behalf of the Opelousas General Health System Foundation Diaper Bank and our partners the Opelousas Pregnancy Center and the Acadiana Diaper Collective for your generous commitment of time and effort to coordinate a community diaper drive for families who experience diaper need. The number of babies, families as well as adults that need diapers may fluctuate each month. Your support means that we will not only have a generous donation of diapers, but many more people who have learned about what diaper need is and why it is so important to keep families who are struggling to keep children happy and healthy. Your leadership to reduce diaper need is much appreciated. One diaper may not last long, but the effects of raising awareness can change a community.

We hope you enjoy coordinating your diaper drive and we look forward to supporting you in any way possible.

Sincerely,
Tracey Antee

A handwritten signature in black ink that reads "Tracey Antee".

Director of Foundation
Opelousas General Health System Foundation



Hosting a Diaper Drive



In this packet you will find:

Social media tips and ideas

Social media samples

Diaper Drive Checklist

Diaper Drive Collection Form

You can also find help at:

National Diaper Bank Network website

OGHS Foundation Office

We will:

Pick up your donation at its completion, please allow up to 48 hours for donation pickup. You can contact our office at 337.678.4266

Acknowledge your company or organizations diaper drive through the OGHS and OGHS Foundation social media.

Let's Get Started!

Hosting a Diaper Drive



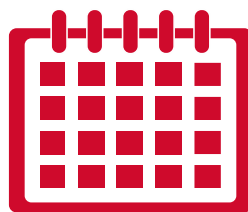
Share your plans with us!

We encourage you to contact us if you are hosting a diaper drive. We can help promote your diaper drive and get you connected with the OGHS Foundation Diaper Drive who will be the recipient of your collection.



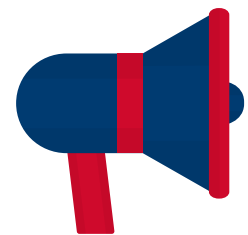
Choose Your Location(s)

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 we included) 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.



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!



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 Opelousas General Health System Foundation
- Thank donors by giving them a shout out and tagging them in your posts
- Upload plenty of photos and take pictures with your donors to post

Instagram

- Share pictures of your diaper drive flyer, donations. EVERYTHING!
- Utilize the location tagging tool to share your collection site
- Remember to hashtag #DiaperNeed and any other relevant hashtags that may draw interest to your post

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



Here are some sample posts to get you started:

- 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 struggle with #diaperneed? Please donate to my diaper drive to help change that.
- 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).
- Did you know no federally funded family assistance programs supply diapers? Help us support our families in need. Please consider donating to our diaper drive.
- 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)
- Families with disabled children or elderly family members often need adult diapers that are not covered by any supports. Adult diapers and bed pads are a huge need.

Diaper Drive Checklist



Partner with an organization

Contact the OGHS Foundation and let us know your Diaper Drive plans. We can help promote your drive and pick up your donation when it's completed.

Recruit volunteers

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

Set your goals

How many donations would you like to raise? Ask the organization you're donating to what sizes they 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!

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.)

Select a start and end date

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

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.

Share your results!

Post pictures on social media and let everyone know (including NDBN) 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 the organization you donate to after your drive is done!

SIZE	NUMBER OF DIAPERS
Newborn	_____
Size 1	_____
Size 2	_____
Size 3	_____
Size 4	_____
Size 5	_____
Size 6	_____
Pullups	_____
Adult Diapers	_____
Bed/Chux Pads	_____
Wipes	_____

TOTAL DONATIONS

Number of Diapers

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Number of Wipes

.....

Financial Contributions

.....

Group/Organization Name _____

Phone Number _____

Email _____

Date of Donation _____

DROP DIAPERS HERE



Opelousas
Pregnancy
Center

