



DIAPER DRIVE TOOLKIT



DIAPER BANK
of North Carolina



Dear Diaper Drive Organizer,

First, our heartfelt thanks! Diaper Bank of North Carolina is committed to ensuring that all babies have enough diapers to stay clean, dry, and healthy. But to meet this mission, we need the help of dedicated community members like you!

With 1 in every 3 families struggling to afford diapers, diaper need is a very real daily struggle. Hosting a diaper drive allows the community to respond to this need in an immediate, practical way. Covering little bottoms makes a big difference by improving infant health, reducing parental stress, and removing barriers to accessing childcare.

This Diaper Drive Toolkit was designed to help you organize a successful event. It contains step-by-step instructions and tools. And, of course, it contains our contact information so you can get individualized assistance to create the right drive for your organization.

Together we can do this. Diaper On!

A handwritten signature in black ink that reads "Michelle Old".

Michelle Old
Founder and Executive Director
Diaper Bank of NC

DIAPER DRIVE FAQ

Why a diaper drive?

A diaper drive is a wonderful way to support families in our community, both by collecting diapers and by raising awareness of diaper need. Organizing a drive is simple, and we are here to support you every step of the way!

Who can organize a diaper drive?

Anyone! Individuals, schools, faith communities, civic and social clubs, professional groups, businesses, and other organizations can sponsor a drive.

What types of diaper drives are there?

Drives can range from a simple collection box, to a large scale “Stuff the Truck” event, to an online, virtual drive utilizing a custom Amazon Wishlist just for your organization! Contact us to share your ideas and receive our support.

What products can we collect?

We gladly accept donations of new and opened packages of baby diapers, period products, and adult incontinence products. Our most urgent needs are for size 4 & 5 diapers, size 4T/5T pullups, and baby wipes. We cannot accept donations of new or used toys, baby furniture, or baby clothes.

People are asking how else they can support the Diaper Bank; what should I tell them?

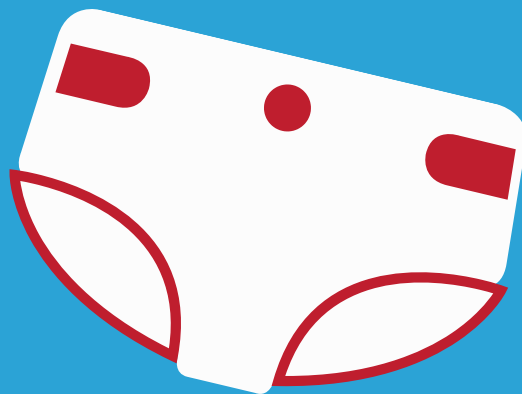
There are many ways to support the Diaper Bank of NC! We welcome product donations at our Diaper Donation Hot Spots at businesses throughout the state, as well as through our Amazon Wishlist. Joining our Circle of Change monthly sustaining donor program is a particularly powerful way to support our work - we can make your donated dollars go three times further than retail, and allows us to purchase much-needed sizes of diapers all year long!

Diaper Drives, Step by Step

Step 1: Virtual or In-Person? Or both?

Will you be organizing a virtual, online diaper drive using a custom Amazon Wish List, or collecting diapers in person? Or both? If you would like to use a custom Amazon Wish List, email us at info@ncdiaperbank.org, and we set everything up for you!

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Step 2: Schedule Your Drive

Diaper drives can last as long as you want them to - collect diapers for just one day, one week, or one month, you set the schedule!

Step 3: Pick Your Spot

If you are organizing an in-person or hybrid online/in-person drive, you'll need to decide on the best place for your donation collection box(es). See **Resources** for a sample letter to your organization leader as well as a sign for your collection boxes and an infographic about why we collect diapers and period products.

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Step 4: Spread the word

The **Resources** section makes publicity easy with sample emails and social media postings, thank you letters, and flyers!

Step 5: Set the Stage

Set up your collection site with a large cardboard box or plastic bin. Make sure you include the diaper drive sign (provided in **Resources**)!

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Diaper Drives, Step by Step

Step 6: Snap Some Shots

Pictures speak louder than words, so don't forget to capture your drive success with photos! Share your pictures on social media (tagging us, of course!), at company meetings, in organizational newsletters, and with Diaper Bank of NC so we can share your success with the community!



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Step 7: Send Us Your Tally
Check out the **Resources** section for tally sheets.

Step 8: Schedule the Delivery

Please contact the Diaper Bank of NC branch closest to you (complete list in **Resources**) to schedule a time to drop off your diaper drive donations. Let us know if this will be your first visit to the Diaper Bank - we'd love to give you a tour!

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Step 9: Share Your Success
Feel great knowing that you have helped dozens of local babies get the clean, dry diapers they need! Track progress with a donation "thermometer," post photographs on social media, and thank your supporters! (See **Resources** for a sample thank you email.)

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Step 10: Save the Date

What better time to plan your next drive than on the heels of success? Mark the calendar for your next drive while diaper need is still fresh in the minds and hearts of your members.

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DIAPER BANK
of North Carolina



**DIAPER
DRIVE
RESOURCES**



DIAPER BANK
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DONATION COLLECTION BOX

THE VISION OF DIAPER BANK OF NC IS THAT EVERY FAMILY IN NORTH CAROLINA WILL HAVE ACCESS TO BASIC NECESSITIES TO SUPPORT THEIR DIGNITY, HEALTH, AND QUALITY OF LIFE.

****We currently accept baby diapers, wipes, formula adult incontinence supplies and period products****

THANK YOU FOR HELPING US DISTRIBUTE DIGNITY!

ncdiaperbank.org



WHY WE COLLECT DIAPERS AND FORMULA

1 in 3

1 in 3 families in the United States struggles to afford diapers for their children.



In low-income households, babies and toddlers often spend the entire day in a single diaper because the family cannot afford to buy an adequate supply of diapers.

\$80-\$150

A healthy change of diapers can cost \$80-\$150 per month, per child.

8-12

Infants need up to 12 diapers per day; toddlers up to 8 per day.



Many parents have to choose between buying food or buying diapers.



Safety net programs such as WIC and food stamps do not cover diapers. While WIC does cover formula, it often does not last an entire month, and families will dilute formula or substitute it with sugar water when it runs out.



Most child care centers require a full day's supply of diapers for each child, each day.

Stories From the Field

"We have had several families share with us tears of joy and tears of sadness. Families have expressed that if it wasn't for this partnership they would not have made it till the next month. This has given PEERS the opportunity to share resources with families in our community we wouldn't usually met. I was able to help a family with the diapers but also during their visit with us they shared other needs of hygiene products, food/housing insecurities." - DBNC Community Partner

Sample letter to secure approval and facility space

[Date]

Dear [Manager/Appropriate Staff Member],

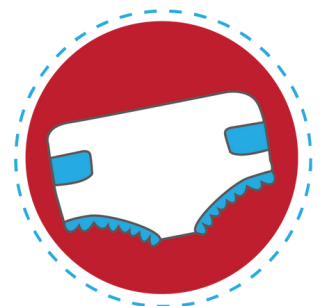
I am writing to seek approval to hold a diaper drive at [organization name] from [start date-end date]. The diaper drive will benefit the Diaper Bank of North Carolina, a non-profit that works with community organizations to distribute diapers, period products, and adult incontinence products to families in need. Drive organizers will provide collection boxes for the donation of diapers and baby wipes, maintain an orderly collection area, and remove donations at the conclusion of the drive.

The need for diapers is enormous and has been exacerbated by the COVID 19 crisis. One in 3 U.S. families struggle to afford enough diapers for their children. Lack of diapers jeopardizes children's health and well-being, creates significant emotional stress for parents and caretakers, and is a barrier to work and education since most child care facilities require that parents provide at least one day's worth of diapers for their child each day.

Thank you in advance for helping to support our community's families. For more information on the Diaper Bank of North Carolina and diaper need, please visit ncdiaperbank.org.

Sincerely,

[Diaper Drive Organizer]



Sample email announcing diaper drive

Re: Diaper Drive Coming [start date]!

Dear [name],

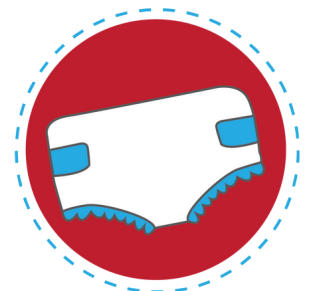
We are pleased to announce that [organization name] will hold a diaper drive from [date to date]! The diaper drive will benefit the Diaper Bank of North Carolina, a non-profit that works with community organizations to distribute diapers, period products, and adult incontinence products to families in need. During the drive, donations of diapers and baby wipes can be brought to [location]. If you would like to help, but are unable to donate diapers and/or wipes in person, you can shop our [organization name] Diaper Drive Wish List at [link] or make a monetary donation at <https://bit.ly/diaperdrivedonation>.

The need for diapers is enormous and has been exacerbated by the COVID 19 crisis. One in 3 U.S. families struggle to afford enough diapers for their children. Lack of diapers jeopardizes children's health and well-being, creates significant emotional stress for parents and caretakers, and is a barrier to work and education since most child care facilities require that parents provide at least one day's worth of diapers for their child each day. We hope we can count on your support for our community's families!

For more information on the Diaper Bank of North Carolina or diaper need, please visit ncdiaperbank.org.

Thank you,

[Diaper Drive Organizer]



Sample reminder email

Re: Diaper Drive Happening Now!

Dear [Name],

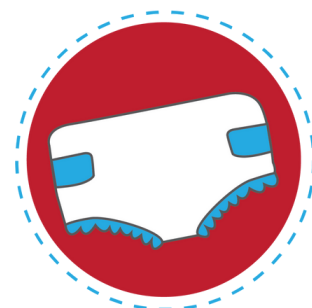
The [organization name] diaper drive to benefit Diaper Bank of North Carolina is happening now! Please bring your donations of diapers and baby wipes to [location]. Remember that you can also shop our [organization name] Diaper Drive Wish List at [link] and have diapers and wipes delivered directly to the Diaper Bank, or make a monetary donation at <https://bit.ly/diaperdrivedonation>! Every diaper donated means one more clean, dry, healthy baby.

We hope we can count on your support!

For more information on the Diaper Bank of North Carolina or diaper need, please visit ncdiaperbank.org.

Thank you,

[Diaper Drive Organizer]



Sample thank you email

Re: Diaper Drive Success!

Dear [Name],

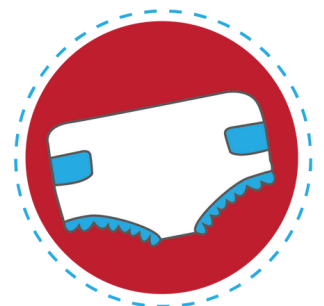
Thanks to the generous support of the [organization name] community, our recent diaper drive collected over [number of diapers and wipes donated]!

That is [number] babies that will have the diapers they need to stay clean, dry, and healthy!

If you missed out on bringing in diapers, it's not too late to participate! You can still shop our [organization name] Diaper Drive Wish List at [link] and have diapers and wipes delivered directly to the Diaper Bank, or make a monetary donation at <https://bit.ly/diaperdrivedonation>! You can find more information about the Diaper Bank of North Carolina and diaper need at ncdiaperbank.org.

Thank you,

[Diaper Drive Organizer]





Scheduling a Donation Drop Off

Please contact the Diaper Bank of NC branch closest to you to schedule a time to drop off your diaper drive donations. Let us know if this will be your first visit to the Diaper Bank - we'd love to give you a tour!

Triangle Branch

Madison Lewis, Chief Administrative Officer
madison@ncdiaperbank.org
(919) 886-8085

Greater Charlotte Branch

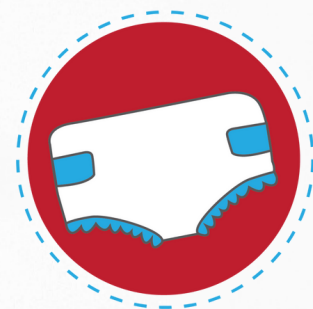
Avery Payne, Branch Director
avery@ncdiaperbank.org
(980) 900-7364

Greater Triad Branch

Jannice Verne, Chief Operating Officer
jannice@ncdiaperbank.org
(336) 830-4579

Lower Cape Fear Branch

Julie Bowling, Branch Director
lowercapefear@ncdiaperbank.org
(910) 777-3243





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Online Resources

Sample social media graphics and downloadable flyers and infographics may be found at

bit.ly/diaperdriveresources