

# DIAPER DRIVE TOOLKIT!



Plan | Collect | Donate



# HOST A DIAPER DRIVE FOR HIVELY

One in three families struggle to pay for diapers. The Hively Diaper Pantry distributes over a 180,000 diapers each year to families in our community. Families that can not afford diapers often have to decide whether to buy food or diapers, leading to an increase in health problems for young children. Each family that visits our Diaper Pantry receives free diapers, along with books and educational materials that inform families how to maximize diaper time and increase their child's literacy skills through reading stories, singing songs, and counting toes.

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*"Since we have been receiving assistance with diapers and books from Hively, we have been able to have money for food and bills. Our children now love books and love having us read to them.*

*- Diaper Recipient*

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Interested in hosting a Diaper Drive to support our Diaper Pantry?  
Contact Hively at 925.417.8733



# DIAPER DRIVE CHECKLIST

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## **Pick a Theme.**

It can be simple like, *Families Helping Families*, or more creative like, *Stuff the Bus*, where people can donate enough diapers to fill a bus.

## **Set Goals.**

Develop a way to define your goals and track your progress.

## **Select a Start and End Date.**

Typically Diaper Drives last for 1—2 weeks.

## **Choose a Location.**

Pick 1 or 2 places to put collection containers that are centrally located at your facility. Hively can provide you with collection bins! Label the collection containers clearly and colorfully! If hosting a Diaper Drive at your office or school, consider a friendly competition between departments, groups, or classes.

## **Find Volunteers.**

Hand out flyers and ask your friends, neighbors and colleagues if they can help reach your goal.

## **Spread the Word.**

Announce your Diaper Drive in your newsletter, bulletin, social media, and post notices within your community.

## **Coordinate Diaper Drop Off or Pick Up.**

Depending on how many diapers are donated, think about what type of vehicle, and how many volunteers you will need to deliver the diapers. Hively will also pick up—just ask us!

## **Post a Recap.**

In newsletters, bulletins, announcements, and social media to let your organization know the success of the Diaper Drive. Include the total number of diapers donated! Don't forget to thank those that donated.



# DIAPER DRIVE IDEAS

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## Locations

- Schools
- Churches
- Community Centers
- Offices
- Libraries

## Themes

- Baby Showers
- Holiday Related
- Mother's Day
- Office or School Competition
  - Make your Diaper Drive fun and engaging! Have a competition and offer small prizes or recognition for the team that brings in the most diapers.



## Publicity

- Post flyers in your neighborhood, or office
- Advertise in a newsletter
- Use social media
- Add to your email signature
- Post flyers in local libraries or businesses

## Other tips...

- Provide information fact sheets on diaper need and literacy
- Set a goal and track your progress
- Provide an incentive for those who donate the most diapers
- Take pictures in your recap  
(be sure to share them with Hively!)
- Recruit a volunteer committee to help run the Diaper Drive
- Host a kickoff event
- Personally thank your donors



# SOCIAL MEDIA

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## Get the Word Out!

Social Media is a highly effective tool to reach large amounts of people. Take advantage!

- Create an event on Facebook and invite all your friends!
- Share your story of why you are hosting a Diaper Drive & why you would like people to participate—explain your goal, and where people can donate.
- Share pictures of your progress—tag friends and use a hashtag!
- Thank donors by tagging them in your posts
- Post pictures of your progress

**Don't forget to tag Hively!**

### SAMPLES:

*"I believe all babies deserve clean diapers. Please donate to my Diaper Drive!" (insert graphic with details on diaper drive)*

*"Did you know 1 in 3 families struggle with #diaperneed? Donate to my Diaper Drive TODAY!"*

*"Help make a difference in a family's life today. Donate to my Diaper Drive that will be taking place in (location)"*

*"Babies require up to 12 diapers a day, at a cost of \$70 - \$100/month—a cost many families can not afford. #diaperneed (insert diaper drive flyer)"*





# COLLECTION FORM

## Use this form to track diapers contributions

Provide this information to Hively at the end of your Diaper Drive. Do you have any pictures? Email us your photos and we will post them in our newsletter and on our social media pages!

Size	# of Diapers
Size NB	
Size 1	
Size 2	
Size 3	
Size 4	
Size 5	
Size 6	

# Diapers	<input type="text"/>
Cash/Checks	<input type="text"/>
Miscellaneous	<input type="text"/>

Organization Name: \_\_\_\_\_

Dates of Drive: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Benefiting: HIVELY DIAPER PANTRY \_\_\_\_\_

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# SUPPORT OUR DIAPER DRIVE!

All diapers donated will be donated to Hively.



DATE(S):

LOCATION(S):

HOSTED BY:

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1 IN 3 FAMILIES STRUGGLE TO PROVIDE ENOUGH DIAPERS FOR THEIR BABY

# SUPPORT OUR DIAPER DRIVE!

All diapers donated will be donated to Hively.



DATE(S):

LOCATION(S):

HOSTED BY:

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# DROP DIAPERS HERE!

