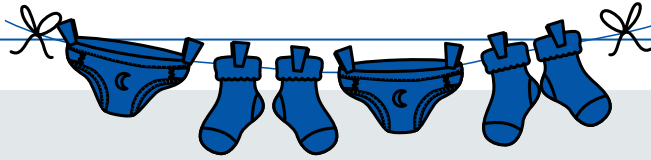


DIAPER DRIVE TOOLKIT



UnitedWay-PDX.org

United Way of the
Columbia-Willamette





WELCOME

Dear Diaper Drive Organizer,

1 in 2 families struggle to provide diapers for their infants. With your help and commitment to hosting a diaper drive, we can make sure that statistic is history! This tool kit gives you everything you need to host a successful diaper drive in your community.

A diaper drive is a simple way to make a huge impact. Anyone of any age is invited to participate in this opportunity. By hosting a drive, not only will you be collecting diapers for those in need, but you will be bringing awareness to the issue. With 50% of parents facing diaper insecurity, you will be making meaningful impact. No parent should have to struggle to keep their little in clean diapers.

With this tool kit you will be ready to make changes in your community!

Kelly O'Lague, MSW
United Way of the Columbia-Willamette

United Way of the
Columbia-Willamette



Diapers@unitedway-pdx.org | UnitedWay-pdx.org



WHY DIAPERS?

1 50% of families experience diaper need.

2 Families should not need to choose between diapers and food, medicine or other necessities.

3 Without a supply of clean diapers, parents cannot leave their baby at child care and miss out on work and school.

4 Many child care providers require a month supply of diapers at the start of the month.

5 All babies deserve a clean bottom.



HOST A DIAPER DRIVE



Choose a Location

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. A fun idea is to borrow or repurpose a Pack and Play to collect diapers in. Label collection bins and download our drop box flyer!



Decide on a Time Frame

Drives that run for at least a week give people enough time to buy and donate diapers. You can run your drive in conjunction with a holiday or community tradition.

FYI: National Diaper Awareness Week takes place at the end of every September.



Get the Word Out

Get the word out about your drive. Post on social media, print out flyers to post around your neighborhood, and decorate your collection site with posters and diaper need factsheet. If you are comfortable send an email or text message to friends, family and colleagues asking to donate. [Check out these examples here.](#)

Share your plans with United Way

We would like to encourage you to contact us if you are hosting a diaper drive. We will provide a mailing address to have diapers sent to and access to a fundraising page and promote your event. Email Diapers@unitedway-pdx.org to get started.

Diapers@unitedway-pdx.org | UnitedWay-pdx.org

United Way of the
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DIAPER NEED FACTS

What is Diaper Need?

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

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

The Numbers

5 million babies and toddlers live in poor or low-income families.

\$70-\$80 average monthly costs of diaper per child.

ZERO the number of federal programs that cover the cost of diapers.

The Consequences of Diaper Need:

- Babies who remain too long in a soiled diaper are exposed to potential health risks.
- Most childcare 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 found that parents who struggled with diaper need missed an average of four days of work a month.

A RECENT STUDY FOUND THAT PARENTS WHO STRUGGLED WITH DIAPER NEED MISSED AN AVERAGE OF FOUR DAYS OF WORK A MONTH.

Ways you can help:

- Support ongoing diaper need by making a monthly donation to United Way of the Columbia-Willamette. Remember diaper need happens each month.
- Shop off our diaper Wishlist at UnitedWay-pdx.org
- Host a diaper drive for United Way. All diapers will go directly to those who need them most! Download our free diaper drive toolkit to get started!



DIAPER DRIVE IDEAS

Themes

A fun theme will make your drive stand out. Brainstorm themes that will motivate your donors. Things like Moms Helping Moms, Parents to Parents, Clean Bottoms for All, or Bottoms Deserve the Best! The more memorable the better.

Where will you host your drive?

- Schools
- Places of worship
- Community Centers
- Offices
- Libraries
- Coffee Shops
- Car Dealerships
- Gyms and fitness studios



Social Media

Post on social media to spread awareness about your diaper drive. Tag friends and family when they make a donation. Change your profile photo to let people know you are collecting diapers for a good cause.

[Use these templates to get started.](#)

Bring out the Competitive Spirit

Motivate donors by making your drive a competition. Offer small prizes or recognition for the team, class or office that brings in the most diapers!

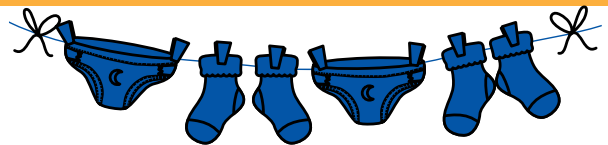
Tip: Host a drive around a naturally occurring competition, like Fantasy football, March Madness or a Bachelor/Bachelorette Bracket.



Make it a Party

Make your drive a social occasion. Ask guests to bring a package of diapers in lieu of a host's gift. Or host a diaper raffle and each pack of diapers or wipes gets you a raffle ticket. If you are having a birthday, consider asking for diapers instead of presents.

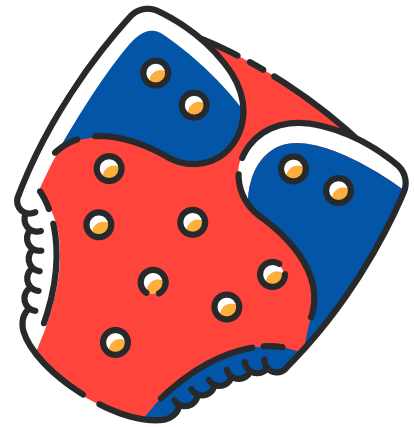
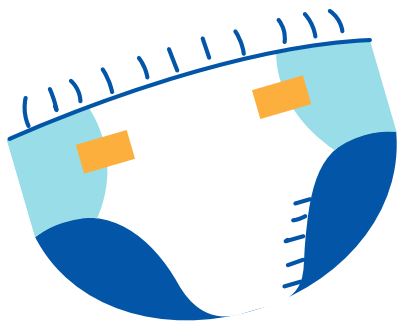
TIP: Amazon and [Target](#) both let you set up a Wishlist. You can even have diapers shipped directly to the United Way office!



Diaper need never ends

Diaper need is highest at the end of the month when paychecks have been stretched. Consider making your donation an annual or monthly occurrence. Encourage people to use the subscribe and save option on our Amazon wishlist to help with this ongoing need. Or consider making a push for cloth diapers. While not every family can or wants to use cloth diapers, some families do. Cloth diapers ensure that a family will never run out of diapers.

UNITED WAY DIAPER DRIVE DROP DIAPERS HERE



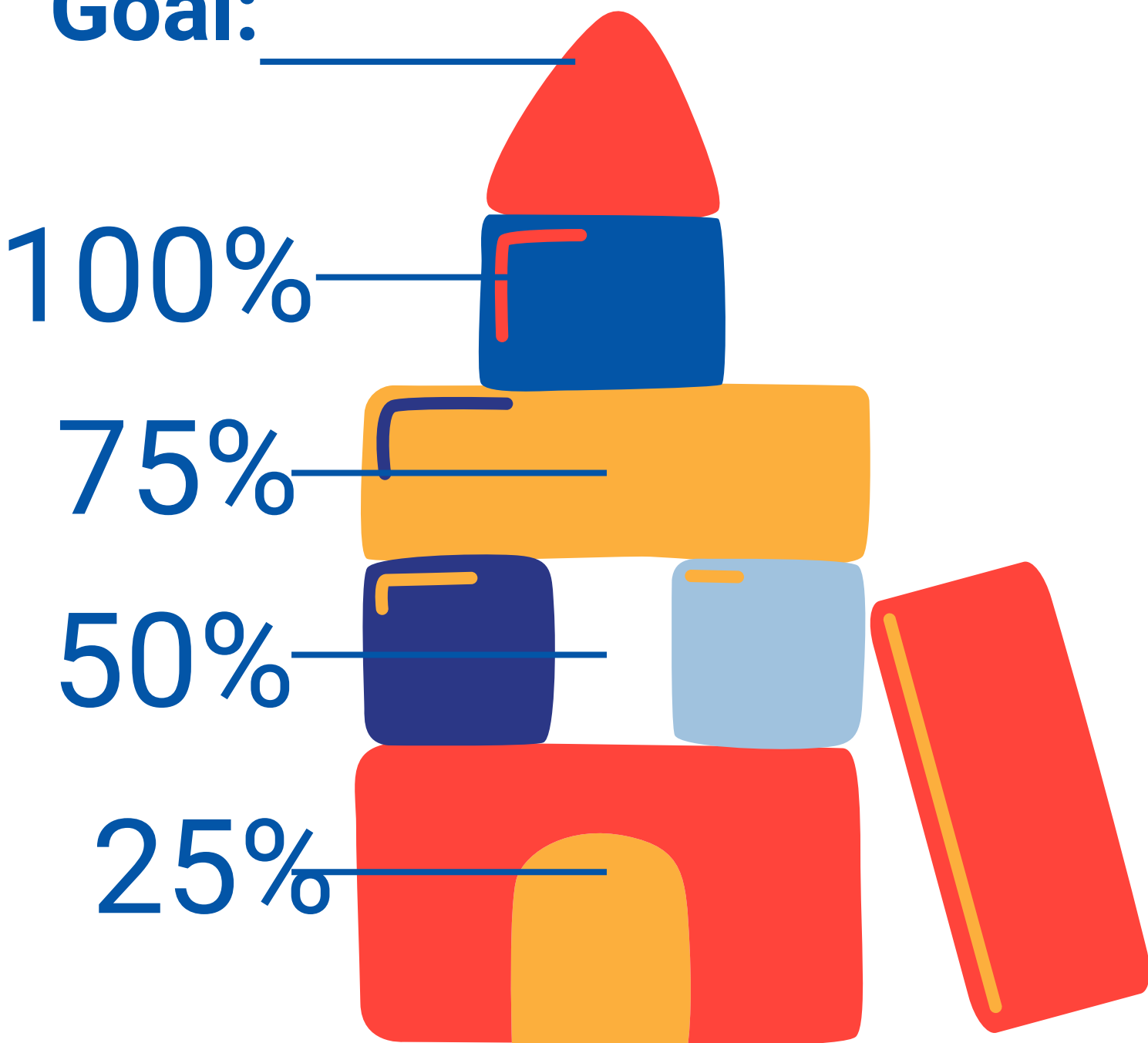
**Please deliver
by: _____**

United Way of the
Columbia-Willamette



United Way Diaper Drive

Goal: _____



**1 in 2 families struggle to provide diapers.
Can you be a diaper hero?**