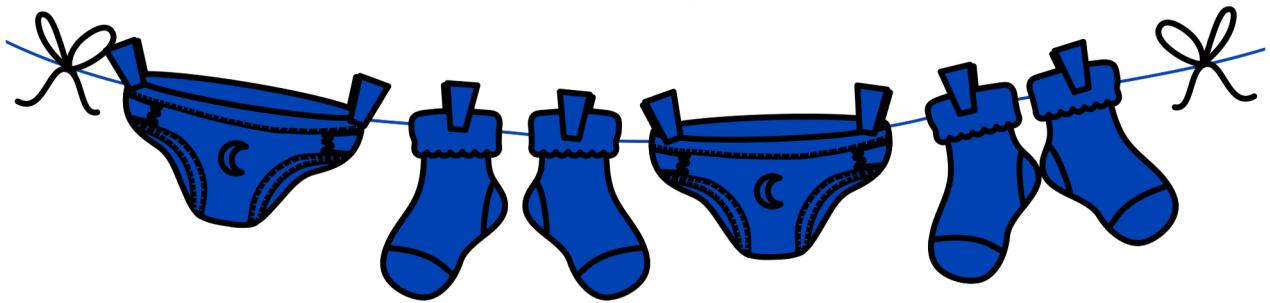


DIAPER DRIVE TOOLKIT

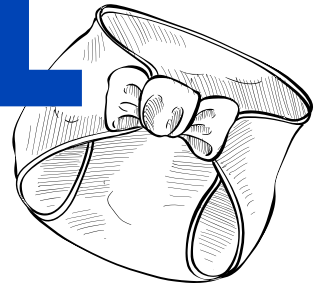


UNITED WAY
Columbia-Willamette



UnitedWay-PDX.org

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 work together to make that statistic a thing of the past.

In Oregon, 42% of households are considered ALICE—Asset Limited, Income Constrained, Employed—or living below the federal poverty level. These are families who are working, sometimes multiple jobs, but still unable to afford basic needs like housing, childcare, food—and yes, diapers.

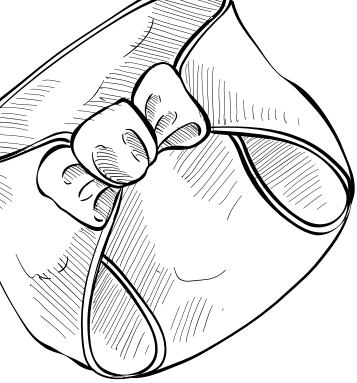
That's where you come in. This toolkit gives you everything you need to host a successful diaper drive in your community. A diaper drive is a simple yet powerful way to create change. By collecting diapers and raising awareness about this issue, you're helping families facing impossible choices—like whether to buy diapers or pay rent.

Anyone of any age can participate. Your efforts not only provide essential supplies to families in need, but also shine a light on the reality that far too many parents are living every day. No parent should have to struggle to keep their child in clean, dry diapers.

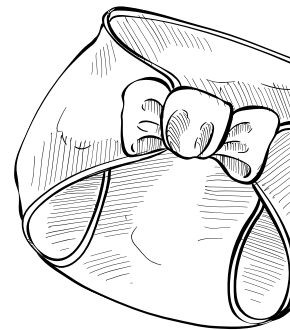
Thank you for being part of the solution. With this toolkit, you're ready to make a meaningful difference in the lives of families throughout our region.

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





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.



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

HOST A DIAPER DRIVE



1. 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!

2. 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.

3. 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.

4. 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.

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



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

FACTS ABOUT DIAPER NEED

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

Did you know?

- **Babies** require up to **12** diapers a day, and **toddlers** need about **eight**.
- The average monthly costs of diapers per child is **\$70-\$80**.
- The number of federal programs that cover the cost of diapers is **ZERO**.
- Nearly **5 million** babies and toddlers live in poor or low-income households.
- Parents who struggle with diaper need miss an average of four days of work a month.

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.

Ways you can help:

- **Diaper Registry - United Way Columbia-Willamette**
- Support ongoing diaper need by making a monthly donation to United Way of the Columbia-Willamette. Remember diaper need happens each month.
- Host a diaper drive for United Way. All diapers will go directly to those who need them most! Use this diaper drive toolkit to get started!



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

DIAPER DRIVE IDEAS



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

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

Outreach

Post on social media, activate your community through email, and text your friends 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 the templates on the next page 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, Walmart, and Costco 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.

DIAPER DRIVE DROP OFF LOCATION

**Additionally you can have donations
go to our office downtown.**

**619 SW 11th Ave Ste 300
Portland, OR 97205**

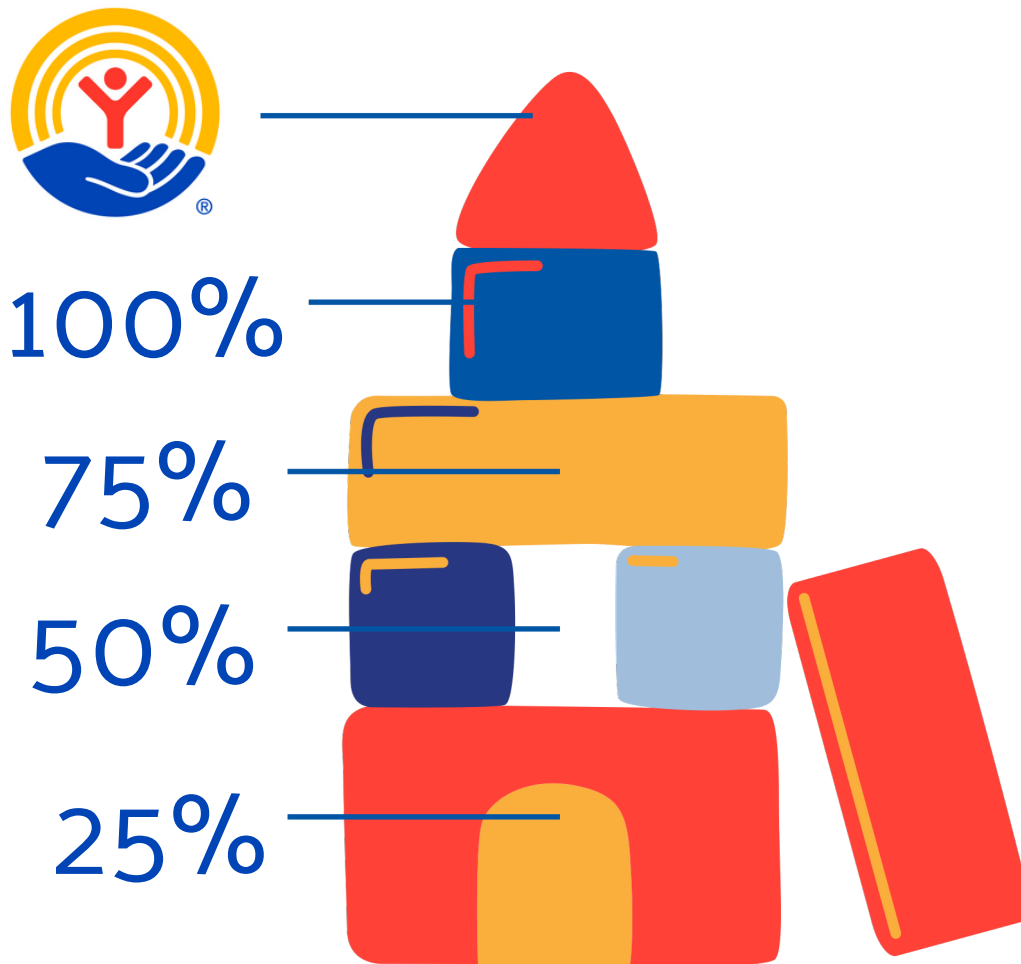
**Please deliver
by:_____**



UNITED WAY
Columbia-Willamette

**UNITED IS
THE WAY**

DIAPER GOAL



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

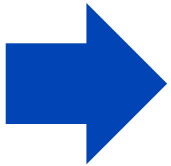


Diapers@unitedway-pdx.org | UnitedWay-pdx.org

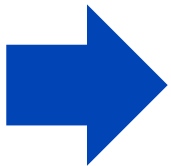


OUTREACH TEMPLATES

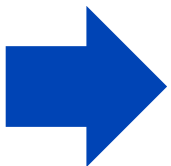
We've prepared a variety of messages you can customize and share to ensure your diaper drive is a huge success! Take a look below for links to templates to use in texting, emailing, and social media posts.



[Email Outreach Template](#)



[Text Message Outreach Template](#)



[Social Media Outreach Template](#)

INSTAGRAM ASSETS

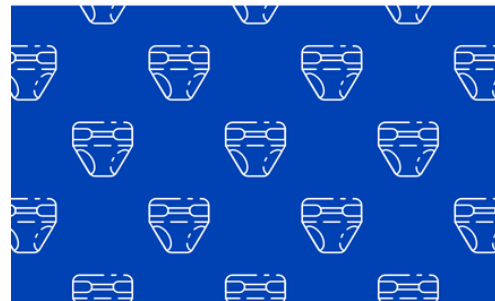
Click the image to download!



DIAPER DRIVE



Donate Today, and make a
difference in your community.



FACEBOOK ASSETS

Click the image to download!



DIAPER DRIVE



Donate Today, and make a
difference in your community.



DIAPER DRIVE



Donate Today, and make a
difference in your community.

