

diaper drive toolkit



indiana
diaper bank



Dear diaper drive organizer,

Thank you for your generous commitment of time and effort to coordinate a community diaper drive. We truly appreciate your involvement. By hosting a diaper drive you are making a direct impact on the lives of Indiana families.

Indiana ranks higher than the national average for families experiencing poverty. The harsh reality is that diapers are expensive, therefore affecting a struggling family's ability to access clean diapers and other basic essentials for their children. 1 in 2 children experience diaper need in Central Indiana.

As you host your drive, we encourage you to shed light on this critical issue. Together, we can #EndDiaperNeed so every family can thrive.

Thank you for your participation.

Kindly,



Ashley Burns
President and CEO

say hello

Contact us anytime with questions
or to share your excitement!

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Indianapolis, IN 46268

(317) 855-0533

www.indianadiaperbank.org



this toolkit includes



- checklists
- ideas
- diaper need facts
- sample email announcements
- social media tips
- goal sheet
- donation bin poster
- collection form

let's get started!

host a diaper drive

Hosting a diaper drive is as easy as 1, 2, 3!

If you have questions or just want to share your excitement with us, please send an email to Dani, our Development Manager at dani@indianadiaperbank.org.

1

Pick a central location(s) for your drive. Get support from the community by making it convenient and accessible to donate. By doing this, you are increasing your chances of greater participation. Label all collection bins and download our flyer! You can also email to get a personalized donation QR code and link for monetary donations.

2

Decide on a time frame for your diaper drive. We suggest at least one to four weeks to allow enough time for people to donate. Maybe there is a special event approaching such as a birthday or corporate gathering. There is never a bad time to host your drive to help end Diaper Need.

3

SHARE, SHARE, SHARE! Email, text, and use your social media platforms to get the word out about your diaper drive! You will find helpful social media tips and a sample email in this toolkit to help you get started. Also, don't forget to talk about it! Word of mouth can be just as impactful.



diaper drive checklist



partner with us

Visit www.indianadiaperbank.org to download our Diaper Drive Toolkit



recruit volunteers

Ask friends, coworkers or neighbors to help!



pick your location(s)

Pick one or more locations that are centrally located and willing to help. A library, school, small business, place of worship, etc. Make sure to label your collection bin (included in this toolkit).



decide on a theme

There are so many possible themes to choose from when hosting your drive. Pick one and have fun with it!



select a timeframe

Set a start date and an end date. There may be reasons why you choose certain dates for your drive. We suggest a two week duration, but choose what is best for your group.



set your goal

How many donations would you like to collect? Hang your goal chart (included in this toolkit) in a visible area so participants can see the progress along the way.



spread the word

Announce your diaper drive on social media. Also, send an email to let everyone know about your diaper drive. Be active before and during the drive by sharing as much as you can about Diaper Need!



collect diapers

Let everyone know where they can donate diapers & the timeframe they can donate. We accept new and open packages of all size diapers and pull-ups as well as unopened wipes and diaper rash creams.



accommodate dollar donations

We can purchase 4 diapers with each dollar donated. Direct individuals to your personalized donation link or QR code and ask them to make a dollar donation.



arrange drop off

Rally your troops and transport the donated diapering supplies to Indiana Diaper Bank! Don't forget to take photos. It is a great time to share a thank you post/email with those that participated. Schedule a time to dropoff.



share your results

Now is the time to say THANK YOU to all of your donors! If you make a social media post, please tag us @INdiaperbank so we can say THANK YOU too!

diaper drive ideas

talk it up!

Host your diaper drive with friends, family, coworkers, sports teams, and neighbors! They can help spread the word and minimize the workload.

theme it up!

Picking a theme can make a diaper drive stand out. Themes can be simple or creative! Some examples are:

- Diaper On
- Stuff A Bus/Car
- Moms Helping Moms
- Dads Do Diapers Too
- Wipe out Diaper Need (Baby Wipes Drive)
- Birthday Parties

team it up!

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 participation!



diaper need facts

Diapers are a material BASIC necessity that all children require, just as essential as food, shelter and clothing. The consequences of not having enough clean diapers causes significant stress for both the child and caregiver. You can help support local families struggling with diaper need by creating awareness throughout your diaper drive. Please consider using the facts provided below.

1

Can you imagine not having a clean diaper (a basic need) for your child? Diaper need is defined as not having access to enough diapers to keep your child(ren) clean, healthy and dry.

2

Have you ever heard of diaper need? It affects 1 in 2 families throughout Indiana..

3

Diapers may be small, but the need is big. State and federal support programs including WIC and SNAP do not cover the cost of diapers. Let's face it - diapers are expensive!

4

Diapers are required at early learning centers. Parents who do not have access to clean diapers cannot drop their child off at daycare. Therefore parents cannot attend work or school. Let's end the cycle of poverty and ensure parents have access to clean diapers. It's that simple.

5

1 in 4 (25%) parents and caregivers with diaper need reported having to miss work or school because they did not have enough diapers to drop them off at childcare. They reported missing on average, 5.1 workdays in the past 30 days. This represents a loss of \$296 per month for a parent earning the federal minimum wage of \$7.25 per hour.

**Referenced statistics as revealed by the [Diaper Need and Its Impact on U.S. Families](#) study conducted by Huggies and The National Diaper Bank Network

**Above Diaper Need facts and more found at www.nationaldiaperbanknetwork.org

sample email announcement

subject line: will you help me end diaper need?

Dear -----,

Hello! I am hosting a diaper drive to support local families that are experiencing diaper need. Did you know 1 in 2 families cannot afford enough clean diapers for their children? When you donate diapers, you will be helping local infants get the healthy start they deserve in life. Thank you in advance for your participation! Below are all of the details.

<insert date and times>

<insert collection location(s)>

<insert additional details>

<include relevant graphics>

Sincerely,
Your Name

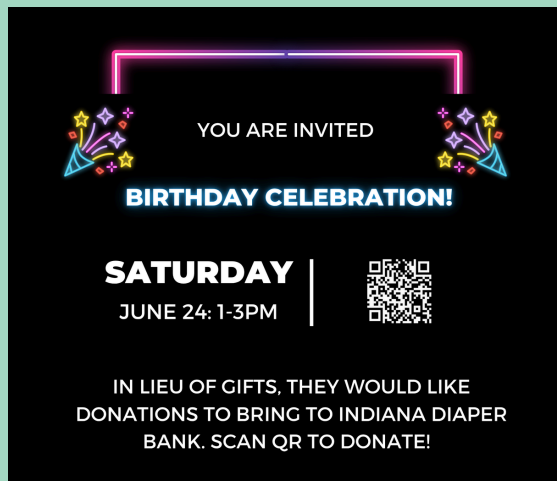
TIPS

- . Send a reminder email a couple days before the drive.
- . Personal acknowledgment for donations goes a long way!
- . Teaming up with others allows for a larger network to spread the word.
- . Language such as "this time we collected/raised..." helps people see the progress and impact of your drive.
- . Pictures can express so much.

ways to share

One click and you're done! Well, it is almost that simple. Sharing on social media is an easy way to reach a large audience. We encourage you to put in a little more effort and get a lot more results, especially in a super crowded space like social media. More time and attention on each post is the key to greater engagement. Most importantly, share from the heart and share often!

Add your diaper drive to an event or activity you are already having giving people a way to get involved with our mission!



**MOMS Club of Hendricks County, IN is
with Indiana Diaper Bank and
Brownsburg Public Library.**

May 5 • 🌐

Every diaper makes a difference. Help make a difference by donating to the MOMS Club of Hendricks County Diaper drive. All diapers will go to the Indiana Diaper Bank and their mission to [#EndDiaperNeed](#).

Drop of Locations:

Brownsburg Public Library (entrance, by the vending machine)

Or, organize a porch pickup!

May 5th, 2025 - June 2nd, 2025

Financial Donations go a long way! 4 diapers can be purchased for every \$1 donated.

Donate directly here: <https://givebutter.com/MOMSClubHendricksCoDiaperDrive>



**MOMS Club of Hendricks County
Diaper Drive**



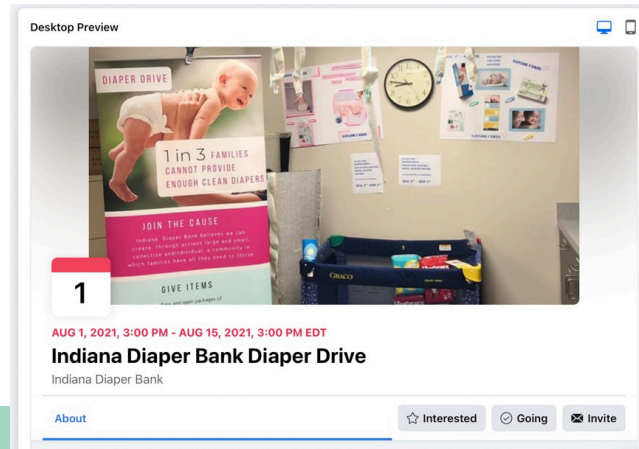
social media ideas

facebook and instagram

- create a facebook/IG event and invite all your friends. this is a great way to keep track of interest and to post updates on your collection status.
- share your story (create posts with all the diaper drive details or even film a live/reel).
- create a shareable profile picture frame
- thank donors and volunteers by giving them a shout out and tagging them in your posts.
- upload pics and use the hashtag #enddiaperneed in your posts
- share pictures of your diaper drive flyer, donations, everything!
- utilize the location tagging tool to share your collection sites
- tag Indiana diaper bank @INdiaperbank and anyone else you want involved
- remember to hashtag #enddiaperneed and any other relevant hashtags that may draw interest to your posts.



Sample posts



I believe all babies deserve a clean diaper. That is why I am hosting a diaper drive to help families experiencing diaper need. Please support me in my diaper drive!

Did you know 1 in 2 families experience diaper need? You can #EndDiaperNeed by donating to my diaper drive.

Small things make a big difference. That is why I am hosting a diaper drive to support Indiana Diaper Bank in their mission to #EndDiaperNeed.

Diaper need is a hidden consequence of poverty. Help me reach my goal of collecting ____ diapers.

Without a supply of clean diapers, children cannot attend early childhood education programs. Please consider donating to my diaper drive today.

Every diaper makes a difference. Help make a difference in a family's life by donating to my diaper drive. Diapers collected will go to Indiana Diaper Bank and their mission to #EndDiaperNeed.

handles

facebook: @INdiaperbank

instagram : @indiaperbank

hashtags

#DiaperDrive

#EndDiaperNeed

#INdiaperbank

#DiaperOn

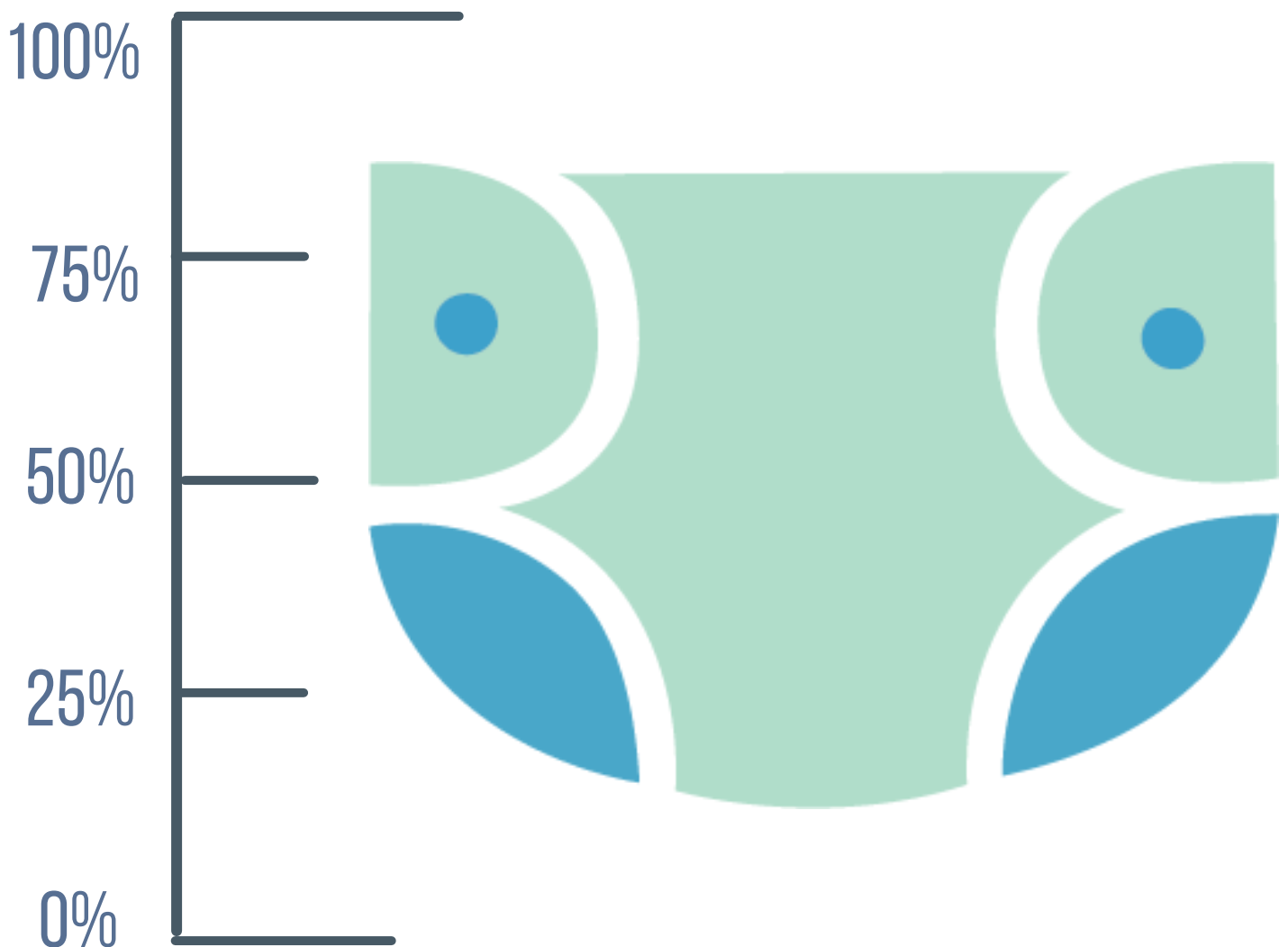
#Changemaker

#lin2

1 in 2 families struggle with #diaperneed.

Support our diaper drive today.
Help us reach our goal by donating
a box of diapers, pull-ups or wipes.

goal:





donate diapers here



feel good as you help
#ENDDIAPERNEED

donation collection form

Print and complete this form to track donations during your drive. Be sure to submit it to diaper bank staff at the conclusion of your drive.

group or organization name:

phone number:

email address:

date:

cash/check donations collected:

PREMIE (UNOPENED)	
N	2T-3T
1	3T-4T
2	4T-5T
3	Diaper Rash Cream
4	Wipe Packages
5	
6	
7	

