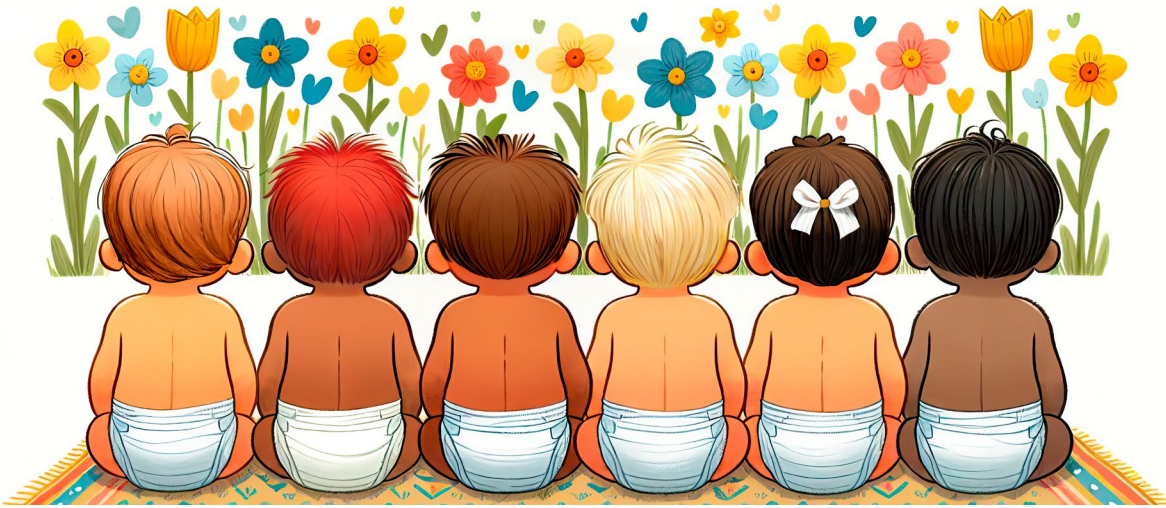




family nurturing center
DIAPER DRIVE



TOOLKIT

CONTACT

Joy Marshall

joy.marshall@rvfnc.org

familynurturingcenter.org

825 E. Main Street, Suite A
Medford, OR 97504

(541) 816-0180

FAMILY NURTURING CENTER IS A
501(C)(3) NON-PROFIT ORGANIZATION,
EIN 16-1726574



Dear Diaper Drive Organizer,

Diaper Need is when the amount of diapers needed to keep infants comfortable and dry is more than the ability to afford them without resorting to cutting back on other basic essentials, and it's critical in Southern Oregon.

- An inadequate supply of clean diapers is one of the known causes of child abuse.
- An adequate supply of diapers may prove a tangible way of reducing parenting stress, a critical factor influencing child health and development.
- Approximately 1/3 of U.S. families with young children are unable to afford the diapers necessary to keep their babies clean, dry, and healthy.
- Babies require up to 12 diapers a day, toddlers about eight and the average cost of diapers per child is between \$70-80 a month!
- Family Nurturing Center is spending approximately \$10,000 a month to provide diapers to families suffering with Diaper Need.

By hosting a Diaper Drive, you are making a direct impact on the health and well-being of Southern Oregon children and their families! We thank you very much for your generous commitment of time and effort to coordinate a Diaper Drive on our behalf!

As you host your drive we encourage you to shed light on this critical issue to others. Together we can end Diaper Need so every family can thrive!

Thank you for your participation!

Warm regards,

Joy Marshall
Fund Development Coordinator
(541) 816-0180

LET'S GET STARTED!

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Host a Diaper Drive.....	page 5
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Tips for Success.....	page 8
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Collection Form.....	page 16
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ITEMS FOR COLLECTION AND DISPLAY

(CONTACT JOY MARSHALL TO ARRANGE PICKUP)

Display Mockup.....	page 18
Standing Banner.....	page 19
Tabletop Banner.....	page 20
Collection Bin.....	page 21



WE'RE HERE TO HELP

Contact us anytime if you have questions or need assistance.

JOY MARSHALL
joy.marshall@rvfnc.org
(541) 816-0180

DIAPER NEED FACTS

THE NEED IS REAL

There is an **urgent need for diapers** in our community.



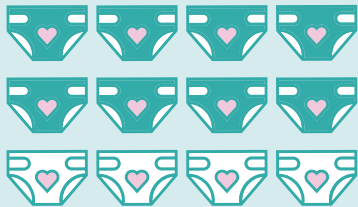
FAMILY NURTURING CENTER
SPENDS **~\$10,000/mo.** ON DIAPERS
THEY DONATE TO FAMILIES IN NEED.

State and Federal support programs including WIC and SNAP do not cover the cost of diapers.



Babies: UP TO 12
Toddlers: ABOUT 8

**DIAPERS
PER DAY**



\$60-90

AVERAGE COST
OF DIAPERS
PER CHILD
PER MONTH

1 IN 5 FAMILIES



have had to choose between providing food for their family or diapers for their child



Parents can't attend work or school if they can't drop their child off at daycare because they don't have access to clean diapers.

1 IN 2 FAMILIES

ACROSS THE UNITED STATES
ARE AFFECTED BY DIAPER NEED

HOUSEHOLDS
EXPERIENCING
DIAPER NEED
ARE AN
AVERAGE OF

50 DIAPERS
SHORT
EACH
MONTH

Reference statistics as revealed by the Diaper Need and its Impact of U.S. Families study conducted by Huggies and The National Diaper Bank Network.

This infographic can be downloaded on page 12 to share with your community.



HOST A DIAPER DRIVE

It's as easy as 1, 2, 3!

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.
2. **Plan a time frame for your diaper drive.** We suggest at least two 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, a sample email and downloadable social media squares in this toolkit. Also, don't forget to talk about it! Word-of-mouth can be just as impactful.

CHECKLIST

Pick your location(s)

Pick one or more locations that are centrally located and willing to help. A library, schools, small business, place of worship, etc.

Select a timeframe

There may be reasons why you choose certain dates for your drive. We suggest at least a two-week duration but choose what is best for your group. Confirm your start and end date with Joy Marshall, joy.marshall@rvfnc.org.

Set your goal

How many donations would you like to collect? Hang your goal chart (*included in this toolkit on page 15*) in a visible area so participants can see the progress along the way.

Recruit volunteers

Ask friends, coworkers, or neighbors to help!

Spread the word

Announce your diaper drive on social media and send emails (*included in this tool kit on page 9 and page 10*). Let everyone know about your diaper drive before and during your campaign by sharing as much as you can about Diaper Need!

Collect diapers

Set up the collection site. We have the collection bin along with a standing and tabletop banner available to make your drive more visible. Please contact Joy Marshall to make arrangements for use of the banners and collection bin.

 Collect monetary donations

Simply direct credit donors to our website. They can also donate cash or write a check made payable to Family Nurturing Center. Make sure they indicate it's for the Diaper Drive. You can drop monetary donations off along with your other donations at the conclusion of your drive.

 Deliver to Family Nurturing Center

Rally your troops and coordinate delivery of your donated diapering supplies (and donation cash/checks if you have them) with Joy Marshall. Don't forget to take photos so you can share the success of your drive and thank those who participated in an email and through social media.

 Share your results

Post pictures on social media and let everyone know your results! Don't forget to thank donors and volunteers too!



TIPS FOR SUCCESS

TALK IT UP!

Host your diaper drive with friends, family, co-workers 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
- Moms Helping Moms
- Dads Do Diapers Too
- Wipe out Diaper Need

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!

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.

HERE ARE THE DETAILS:

<date and times>

<collection location(s)>

<additional details>

<infographic, or social media square>
(included in this toolkit on page 12 & page 13)

Sincerely,
YOUR NAME, TITLE
YOUR ORGANIZATION

EMAILS

- Send a reminder email a couple days before the drive
- Personal acknowledgment for donations go a long way!
- Teaming up with others gives you a larger network to spread the word
- Send reports of the progress of your drive
- Let people know how many diapers you collected/how much you raised
- Share pictures!

SOCIAL MEDIA

One click and you're done! Well, it's 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 to 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!**

FACEBOOK

- Create a Facebook 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 FB live)
- Create a shareable profile picture frame
- Thank donors and volunteers by giving them a shout out and tagging them in your posts
- Upload pics

INSTAGRAM

- Share pictures of your diaper drive flyer, donations, everything!
- Utilize the location tagging tool to share your collection sites

TWITTER

- Tweet before, during, and after your drive. Let your supporters know how planning is going, how close you are to your goal, and the results
- Share a link to your Facebook event, or drive page where followers can learn more about your diaper drive and Diaper Need

Downloadable social media squares and sample posts are on page 13.

DOWNLOADABLE TOOLKIT FILES

Infographic..... page 12
Social Media Squares page 13
Flyer..... page 14
Goal Tracker Sign page 15
Collection Form page 16
Rack Card page 17

ITEMS FOR COLLECTION AND DISPLAY

(CONTACT JOY MARSHALL TO ARRANGE PICKUP)

Display Mockup page 18
Standing Banner..... page 19
Tabletop Banner..... page 20
Collection Bin page 21



INFOGRAPHIC

THE NEED IS REAL

There is an **urgent need for diapers** in our community.



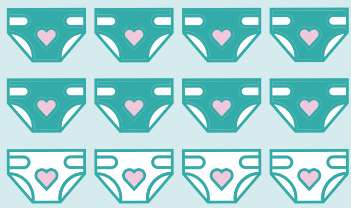
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support programs
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OF DIAPERS
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can't drop their child off at daycare because
they don't have access to clean diapers.

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SHORT
EACH
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Reference statistics as revealed by the Diaper Need and its Impact of U.S. Families study conducted by Huggies and The National Diaper Bank Network.



DOWNLOAD Infographic (JPEG)

SOCIAL MEDIA

SAMPLE POSTS

*I believe all babies deserve a clean diaper. That's why I'm 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 help by donating to my diaper drive.*

*Small things make a big difference. That is why I'm hosting a diaper drive to support the Family Nurturing Center's mission to **end Diaper Need.***

*Diaper Need is a hidden consequence of poverty. **Please help me reach my goal of collecting ___ diapers for the Family Nurturing Center.***

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

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 the Family Nurturing Center and their mission to end Diaper Need.

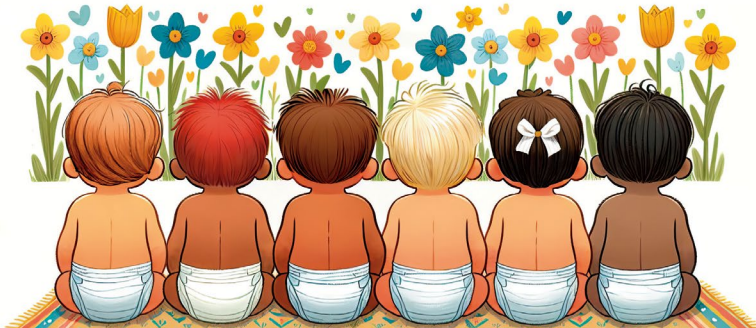
The Family Nurturing Center makes diapers available for free to any family in need.



DOWNLOAD Social Media Squares (JPEG)

FLYER

family nurturing center **DIAPER DRIVE**



Hosted by.....

Date.....

Location.....

THE BOTTOM LINE: THERE IS AN URGENT NEED for diapers in our community.

DIAPER NEED is when the amount of diapers needed to keep infants comfortable and dry is more than the ability to afford them without resorting to cutbacks on other basic essentials.

A clean, dry baby is a happier, healthier baby. But diapers are expensive! When money is tight, many families can't afford the large number of diapers needed to consistently keep their little one in dry diapers. Babies are uncomfortable when they can't be changed out of a wet or dirty diaper and it can result in painful diaper rashes or infections. These increased stressors contribute to parental depression and anxiety impacting the child's wellbeing and increasing the risk for child maltreatment. Help us support families today!

An adequate supply of diapers is a tangible way of improving parenting quality and overall child outcomes.



All funds and diapers donated benefit Family Nurturing Center.

Thank you for helping us support the health and well-being of children and their family by ending Diaper Need. We couldn't do it without you!

FAMILY NURTURING CENTER IS A 501(C)(3) NON-PROFIT ORGANIZATION, EIN 16-1726574



LEARN MORE



DOWNLOAD Flyer (8.5" X 11", PDF)

GOAL TRACKER SIGN

family nurturing center
DIAPER DRIVE

1 IN 2 FAMILIES
struggle with
Diaper Need.

Donate a package
of diapers to
our diaper drive
and help a
family today!

OUR GOAL:

All funds and diapers donated benefit Family Nurturing Center.
Thank you for helping us support the health and well-being of children and their family by ending Diaper Need. We couldn't do it without you!

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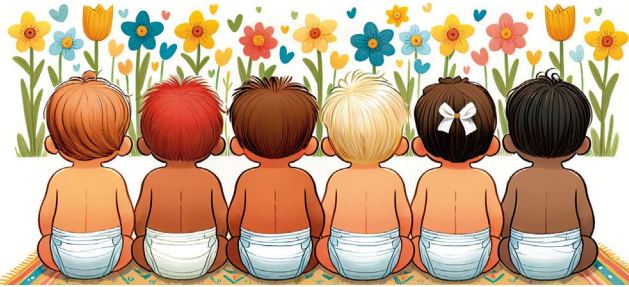
DIAPER GOAL TRACKER



DOWNLOAD Goal Tracker Sign (8.5" X 11", PDF)

COLLECTION FORM

family nurturing center DIAPER DRIVE



DONATION COLLECTION FORM

Please print and complete this form to track donations during your drive. At the conclusion of your drive, submit this form to Joy Marshall with your donations.

Group or organization name

Phone number

Email Address

Date

TOTAL DONATIONS COLLECTED		
Diapers	Wipes	Monetary Contributions

SIZE	NUMBER COLLECTED
Newborn	
Size 1	
Size 2	
Size 3	
Size 4	
Size 5	
Size 6	
Size 7	
Training Pants	
Size 3T-4T	
Size 4T-5T	
Wipes (prefer fragrance free)	
Wipes	
Cash/Check Donations	
Cash	
Checks	



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Thank you for helping us support the health and well-being of children and their family by ending Diaper Need. We couldn't do it without you!

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DOWNLOAD Donation Collection Form (8.5" X 11", PDF)

RACK CARD



THE BOTTOM LINE:
THERE IS AN URGENT NEED
for diapers in our community.

PLEASE HELP support the health and well-being of children and their family.

DIAPER NEED is when the amount of diapers needed to keep infants comfortable and dry is more than the ability to afford them without resorting to cutting back on other basic essentials, and it's critical in Southern Oregon.

Together we can end Diaper Need so every family can thrive!




TO MAKE A MONETARY DONATION, SCAN THE QR CODE OR VISIT:
familynurturingcenter.org/diaperdrive

TO HOST A DIAPER DRIVE, CONTACT JOY MARSHALL:
joy.marshall@rvfnc.org | (541) 816-0180

FAMILY NURTURING CENTER IS A 501(C)(3) NON-PROFIT ORGANIZATION, EIN 16-1726574


THE NEED IS REAL

Please make a donation to help end Diaper Insecurity in our community.




FAMILY NURTURING CENTER SPENDS ~\$10,000/mo. ON DIAPERS THEY DONATE TO FAMILIES IN NEED.

Babies: UP TO 12
Toddlers: ABOUT 8
DIAPERS PER DAY




State and federal support programs including WIC and SNAP do not cover the cost of diapers.



\$60-90

AVERAGE COST OF DIAPERS PER CHILD PER MONTH

Parents can't attend work or school if they can't drop their child off at daycare due to not having access to clean diapers.




HOUSEHOLDS EXPERIENCING DIAPER NEED ARE AN AVERAGE OF

50 DIAPERS SHORT EACH MONTH

1 IN 5 FAMILIES

have had to choose between providing food for their family or diapers for their child



1 IN 2 FAMILIES

ACROSS THE UNITED STATES ARE AFFECTED BY DIAPER NEED

Reference statistics as revealed by the Diaper Need and its Impact of U.S. Families study conducted by Huggies and The National Diaper Bank Network.



DOWNLOAD Rack Card (4" X 9", Two-Sided, PDF)

ITEMS FOR COLLECTION AND DISPLAY



Donation bin: 48" x 40" x 45" Tabletop banner: 11" x 17" Standing banner: 33.4" x 80".



AVAILABLE FOR YOUR CAMPAIGN. CONTACT:

joy.marshall@rvfnc.org or call (541) 816-0180

STANDING BANNER

family nurturing center
DIAPER DRIVE

THE BOTTOM LINE:
THERE IS AN URGENT NEED
for diapers in our community.

**DONATE
DIAPERS HERE**

OR SCAN THE
QR CODE TO MAKE A
MONETARY DONATION
familynurturingcenter.org/diaperdrive

Help support the health and
well-being of children and their family.

FRONT

THE NEED IS REAL
Help end Diaper Insecurity in our community.

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BACK



TO CHECKOUT THIS BANNER, CONTACT:

joy.marshall@rvfnc.org or call (541) 816-0180 • Standing Banner (Two-Sided, 33.4" X 80")

TABLETOP BANNER



TO CHECKOUT THIS BANNER, CONTACT:
joy.marshall@rvfnc.org or call (541) 816-0180 • Tabletop Banner (11" X 17")

COLLECTION BIN



TO CHECKOUT THIS BIN, CONTACT:
joy.marshall@rvfnc.org or call (541) 816-0180 • Bin (48" X 40" X 45")

YOU DID IT! THANK YOU!

Thank you for helping us support the health and well-being of children and their family by ending Diaper Need. We couldn't do it without you!



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