



Naturally Nurtured  
BIRTH SERVICES

HOST A

# DIAPER DRIVE



**TOGETHER WE CAN DO THIS.**

Donated diapers and items will be used to help families in need and really make a difference in their lives! Recently, the National Diaper Bank Network, and founding sponsor Huggies, announced a study, Diaper Need and Its Impact on US Families. The report uncovered that one-in-three U.S. families continue to struggle to provide enough diapers to keep a baby or toddler clean, dry and healthy.

Covering little bottoms makes a big difference by improving infant health, reducing parental stress, and removing barriers to accessing childcare.

**NEEDED ITEMS:**

Disposable Diapers  
Cloth Diapers  
Wipes  
Toiletries  
Postpartum Items

For more information:  
**CALL 901-504-4364**

[www.naturallynurturedbirthservices.com](http://www.naturallynurturedbirthservices.com)



# DIAPER DRIVE TOOLKIT

This Diaper Drive Toolkit was designed to help you organize a successful event.

## HOW TO HOST A DRIVE AT WORK/PLACE OF BUSINESS

- 1. Alert your HR department and spread the word**
  - Find a visible and convenient place for others to drop off diapers
  - Clearly label collection bins
  - Set your goals for collection
- 2. Choose a date and time**
  - Pick a timeframe (e.g day, week or month)
  - Create a fun theme or pair with an event
- 3. Enlist colleagues & online community**
  - Post flyers, send emails, mention in newsletter and share on social media
  - Ask others to help promote and organize the drive
  - Consider a friendly competition between departments or groups
  - Send reminders at the beginning, middle and end of the drive
- 4. Collect and keep count**
  - Count donations and track on a spreadsheet
  - Coordinate drop-off with NNBS
- 5. Recap and inspire others**
  - Share results throughout the company
  - Send us photos so we can share to inspire others at [naturallynurturedbirthcs@gmail.com](mailto:naturallynurturedbirthcs@gmail.com)
  - Send a Save the Date for the next drive

## HOW TO HOST A DRIVE IN YOUR COMMUNITY

- 1. Let NNBS know you plans**
  - We can help promote your drive
- 2. Choose a location**
  - Will this drive be virtual or in person
  - Find a visible and convenient place for others to drop off diapers
  - Clearly label collection bins
  - Set your goals for collection
- 3. Choose a date and time**
  - Pick a timeframe (e.g day, week or month)
  - Create a fun theme or pair with an event
- 4. Spread the word**
  - Share on social media (tag us)
  - Share a relatable story or statistics
  - Send reminders and updates throughout
- 5. Collect and keep count**
  - Count donations and track on a spreadsheet
  - Coordinate drop-off with NNBS

## AVAILABLE IN TOOLKIT

- |  |   |
|--|---|
| <input type="checkbox"/> Posters/flyers        | <input type="checkbox"/> Goal Chart/Tally sheet |
| <input type="checkbox"/> Collection box labels | <input type="checkbox"/> Diaper drop sign       |
| <input type="checkbox"/> Sample letter/email   | <input type="checkbox"/> Acknowledgement card   |
| <input type="checkbox"/> Tracking form         | <input type="checkbox"/> Photo Prop             |



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BIRTH SERVICES

## DRIVE IDEAS

Use this toolkit to host a diaper drive for us

### PLACES TO HOST A DRIVE AT:

- o School
- o Church
- o Library/Coffee Shop
- o In lieu of gifts (for weddings, birthday, holiday)
- o Virtual Drive (Amazon Wish List)

### PROMOTE WITH A FLYER AND A SWAG BAG

- o Host a bake sale or collect loose change
- o Auction photos or art for diaper fund
- o Get an event organizer to offer raffle tickets, discounts or free tickets for attendees who purchase diapers
- o Ask people to shop their own closets
- o Drives can range from a simple collection box or large scale "Stuff the Truck" event.

### MOTIVATE DONORS

**For teachers-** A diaper drive is a great opportunity for teaching students about poverty.

**For parents-** Kids who host a drive feel a sense of accomplishment and it teaches them how to give back to their community at a young age.

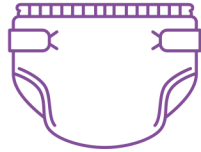
**For parents-** Your company can show how they give back by rounding up change from purchases to donate, match donations or provide incentives to others for donating (free trial, gift cards, coupons or samples).

**Civic or social clubs-** Your club can service their community by collecting diapers for NNBCS,

### USEFUL INFORMATION

- o Personal acknowledgement for donations goes a long way!
- o Forming a team allows for a larger network
- o Using language like "We collected/raised..." helps people understand the need and where you are
- o Pictures speak louder than words

# DIAPER DRIVE!



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**DATE**

**TIME**

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**DROP OFF SITE**

**NATURALLY NURTURED BIRTH CHARITABLE SERVICES**

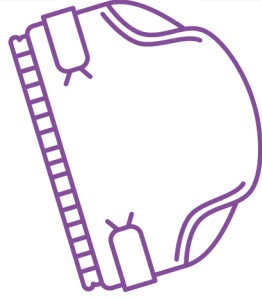
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**BENEFITTING ORGANIZATION**





# DONATE DIAPERS HERE!



USE THIS BIN TO DONATE DIAPERS AND WIPES FOR BABIES IN NEED

**BENEFITING ORG:** -----

**DATES:** -----

**COORDINATED BY:** -----

**CONTACT:** -----

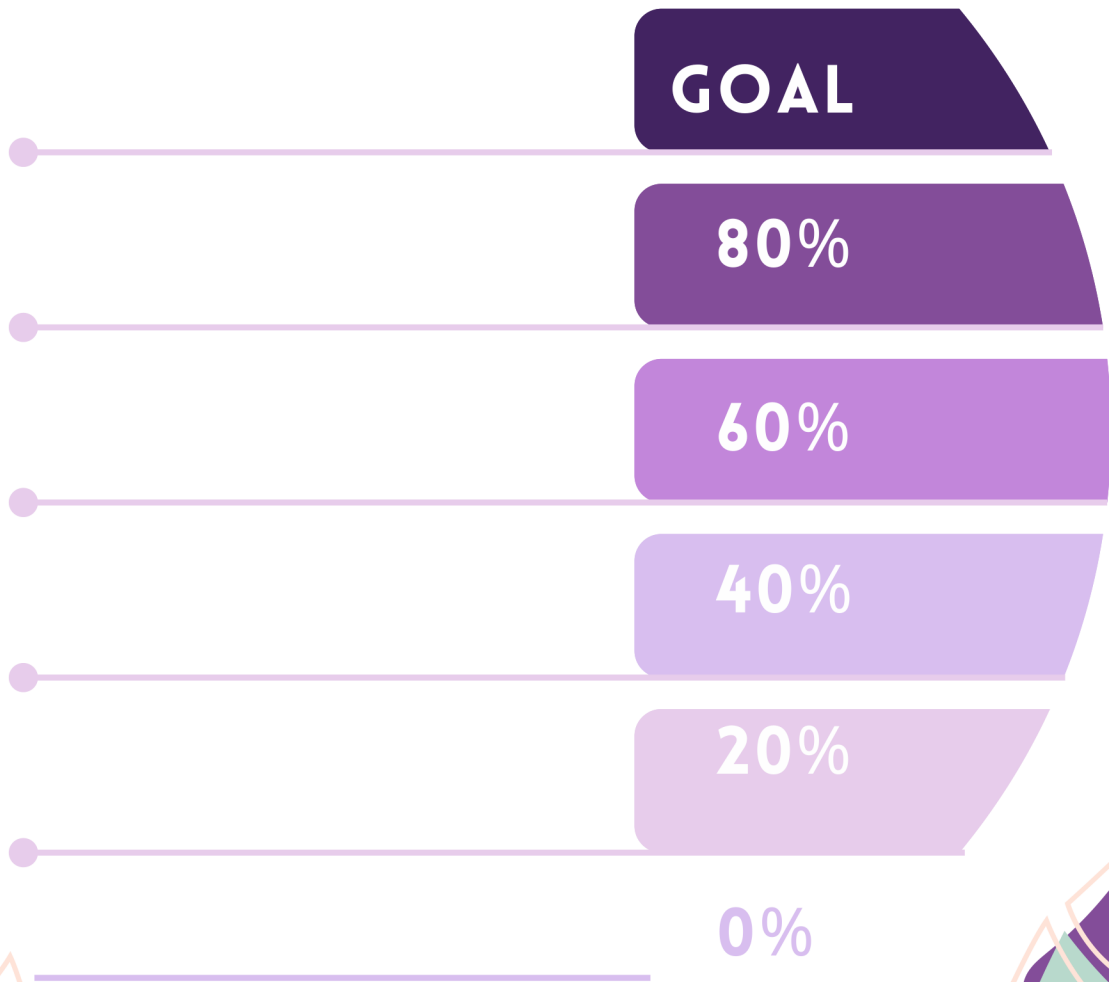




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# GOAL SHEET





# SAMPLE LETTER/EMAIL

## SAMPLE LETTER TO SECURE APPROVAL AND FACILITY SPACE

[Date] Dear [Manager/Appropriate Staff Member],

I am writing to seek approval to hold a diaper drive at [organization name] from [start date-end date]. The diaper drive will benefit the Diaper Bank of North Carolina, a non-profit that works with community organizations to distribute diapers, period products, and adult incontinence products to families in need. Drive organizers will provide collection boxes for the donation of diapers and baby wipes, maintain an orderly collection area, and remove donations at the conclusion of the drive.

The need for diapers is enormous and has been exacerbated by the COVID 19 crisis. One in 3 U.S. families struggle to afford enough diapers for their children. Lack of diapers jeopardizes children's health and wellbeing, creates significant emotional stress for parents and caretakers, and is a barrier to work and education since most child care facilities require that parents provide at least one day's worth of diapers for their child each day.

Thank you in advance for helping to support our community's families. For more information on the Diaper Bank of North Carolina and diaper need, please visit [ncdiaperbank.org](http://ncdiaperbank.org).

Sincerely,

[Diaper Drive Organizer]





# SAMPLE LETTER/EMAIL

## SAMPLE EMAIL ANNOUNCING DIAPER DRIVE

Re: Diaper Drive Coming [start date]!

Dear [name], We are pleased to announce that [organization name] will hold a diaper drive from [date to date]! The diaper drive will benefit Naturally Nurtured Birth Charitable Services, a non-profit that works with community organizations to distribute diapers, baby items, postpartum and breastfeeding supplies, to families in need. During the drive, donations of diapers and baby wipes can be brought to [location]. If you would like to help, but are unable to donate diapers and/or wipes in person, you can shop our [organization name] Diaper Drive Wish List at [link] or make a monetary donation at <https://www.naturallynurturedbirthservices.com/donate>

The need for diapers is enormous and has been exacerbated by the COVID 19 crisis. One in 3 U.S. families struggle to afford enough diapers for their children. Lack of diapers jeopardizes children's health and wellbeing, creates significant emotional stress for parents and caretakers, and is a barrier to work and education since most child care facilities require that parents provide at least one day's worth of diapers for their child each day. We hope we can count on your support for our community's families!

For more information on Naturally Nurtured Birth Charitable Services please visit [naturallynurturedbirthservices.com](https://www.naturallynurturedbirthservices.com)

Thank you,

[Diaper Drive Organizer]



# SAMPLE LETTER/EMAIL

## SAMPLE REMINDER EMAIL

Re: Diaper Drive Happening Now!

Dear [Name],

The [organization name] diaper drive to benefit Naturally Nurtured Birth Charitable Services is happening now! Please bring your donations of diapers and baby wipes to [location]. Remember that you can also shop our [organization name] Diaper Drive Wish List at [link] and have diapers and wipes delivered directly to NNBCS, or make a monetary donation at <https://www.naturallynurturedbirthservices.com/donate!> Every diaper donated means one more clean, dry, healthy baby.

We hope we can count on your support!

For more information on Naturally Nurtured Birth Charitable Services please visit [www.naturallynurturedbirthservices.com](http://www.naturallynurturedbirthservices.com)

Thank you,

[Diaper Drive Organizer]

# SAMPLE LETTER/EMAIL

## SAMPLE THANK YOU EMAIL

Re: Diaper Drive Success!

Dear [Name],

Thanks to the generous support of the [organization name] community, our recent diaper drive collected over [number of diapers and wipes donated]!

That is [number] babies that will have the diapers they need to stay clean, dry, and healthy!

If you missed out on bringing in diapers, it's not too late to participate! You can still shop our [organization name] Diaper Drive Wish List at [link] and have diapers and wipes delivered directly to NNBCS, or make a monetary donation at [www.naturallynurturedbirthservices.com/donate](http://www.naturallynurturedbirthservices.com/donate)! You can find more information about NNBCS at [www.naturallynurturedbirthservices.com/donate](http://www.naturallynurturedbirthservices.com/donate)

Thank you,

[Diaper Drive Organizer]

# DIAPER DRIVE TALLY SHEET

## BABY DIAPERS

Diaper size	Number
Preemie	
Newborn	
Size 1	
Size 2	
Size 3	
Size 4	
Size 5	
Size 6	
Underjams/Goodnights XS	
Underjams/Goodnights S/M	
Underjams/Goodnights L/KL	
Wipes	

## POSTPARTUM PRODUCTS

Diaper size	Number
Pads	
Liners	
Adult Pullups S	
Adult Pullups M	
Adult Pullups L	
Adult Pullups XL	
Adult Pullups XXL	