

THE ALLIED FOUNDATION

DIAPER DRIVE TOOLKIT

FOR LOCAL HEROES EVERYWHERE

PLAN

a successful diaper drive

COLLECT

your donated products

GIVE

to The Allied Foundation





THANK YOU FROM THE ALLIED FOUNDATION

Dear Diaper Drive Organizer,

Thank you from all of us here at The Allied Foundation for your generous commitment of time and effort to coordinate a diaper drive for families who experience diaper need. As a proud member of the National Diaper Bank Network, and currently the only one on Long Island, we collect, purchase and distribute over 35,000 diapers annually to help those in need, keep their baby clean, dry and healthy. A diaper is a simple thing, and we know one diaper doesn't last long. But every single diaper you collect makes a lasting impact on babies and caregivers in need.

It is because of diaper drive organizers like you, families experiencing diaper need will receive diapers to keep their babies clean and healthy.

We hope that you enjoy coordinating your diaper drive and know that it will be a huge success! From all of us at The Allied Foundation, thank you for making a difference in our community!

Sincerely,
Heather Edwards

Executive Director



A special thank you to the National Diaper Bank Network for their support in all things diaper banking and for providing the amazing template and so much content for this toolkit!

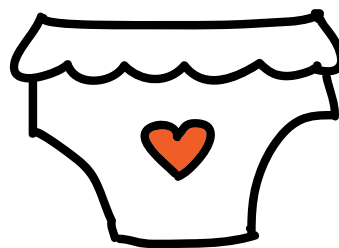


**National
Diaper Bank
Network**



THIS TOOLKIT INCLUDES...

- Diaper Drive Ideas
- Social Media Tips
- Diaper Drive Checklist
- Diaper Drive Collection Form
- Diaper Drive Goal Sheet
- Links to Online Content
- Allied Foundation Contact Info



LET'S GET STARTED!





HOSTING A DIAPER DRIVE



SHARE YOUR PLANS WITH US!

We encourage you to contact us if you are hosting a diaper drive. We can help kick-off your diaper drive, brainstorm ways to make it super successful, and promote your efforts in the community. Just send an email to info@alliedfoundation.org



Pick the Location(s)

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. Label collection bins, and download our flyers!



Pick the Timeframe

Plan to host your diaper drive for at least a week, or longer so people have enough time to donate. Does it make sense to tie your drive to a holiday, or community event? Maybe you can partner with an already planned event! FYI: Diaper Need Awareness Week is at the end of September.

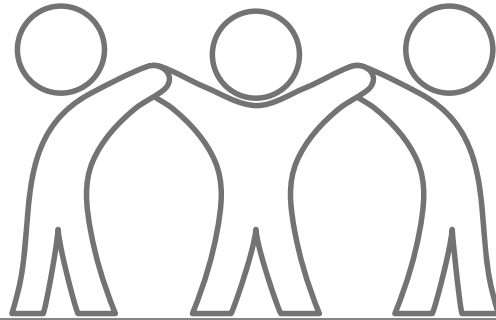


Spread the Word

Announce your diaper drive through social media, press releases to local media and post notices near the locations to donate (our diaper drive flyers are available for download)! One of the best ways to advertise is word of mouth so be sure to talk about the drive to anyone and everyone.



DIAPER DRIVE IDEAS



TIME TO TEAM UP

Hosting a diaper drive with a few friends, coworkers, or family members can really help spread the word and minimize the work load by sharing it among a few people. Grab a helpful hand or two and get started!

Themes

Picking a theme can make your diaper drive stand out! Themes can be simple as “Moms helping Moms”, Stuff a Bus, or more creative like a themed dinner dance for diapers!

Party It Up

If you’re planning a party, ask guests to bring a pack of diapers as their admission!

- Baby shower
- Block party
- Birthday party
- Game night
- Movie night

Locations

Be creative & convenient. There are many ideal locations for a diaper drive. Some examples are:

- Schools
- Places of worship
- Community Centers
- Offices
- Libraries
- Coffee shops
- Sporting events
- Gyms
- Grocery stores
- In lieu of gifts
- Online Donation Pages



SOCIAL MEDIAL TIPS



GET THE WORD OUT

Social media is a highly effective tool to reach a large amount of people in very little time. Take advantage of your online presence and notify as many people as possible to participate in your diaper drive. (Make sure your volunteers are doing the same!)

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. Be sure to share the event with the Allied Foundation as well!
- Share your story (create posts with all the diaper drive details)
- Thank donors by giving them a shout out and tagging them in your posts
- Upload plenty of photos and use the hashtags #DiaperNeed and #AlliedCares in your posts
- Tag and mention The Allied Foundation too!

Instagram

- Share pictures of your diaper drive flyer, donations, EVERYTHING!
- Utilize the location tagging tool to share your collection sites
- Tag @allied_foundation and anyone else you want involved
- Remember to hashtag #DiaperNeed and #AlliedCares

Twitter

- Tweet before, during, and after your fundraiser. 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 fundraising page where followers can learn more about your diaper drive and diaper need



DIAPER DRIVE CHECKLIST

Follow and mark this 10 point checklist to ensure you have a successful diaper drive! #DiaperOn!

- Partner with us**

First visit alliedfoundation.org to find more information about our organization & diaper need.
- Recruit volunteers**

Ask friends, family, colleagues, or neighbors to help out!
- Set your goals**

How many donations would you like to raise? Ask us what sizes we need most. Use our goal chart to track your progress!
- Spread the word**

Announce your diaper drive via social media, emails, local news outlets, and notices throughout your community.
- Set up transportation**

Contact Heather Edwards at hedwards@alliedfoundation.org to schedule a diaper drop off or pick up date and time.
- Choose your location(s)**

Pick one or more locations that are centrally located and willing to help, like a library, school, etc.
- Select a start & end date**

Typically, diaper drives run for one week to a month.
- Decide on a theme**

Whether it's a baby shower, Christmas party, birthday party or a simple diaper drive in your office, choose what works for you!
- Start Collecting**

Get your diaper drive moving and start collecting diapers! Make sure to empty out donation bins as they begin to fill up.
- Share your results**

Post pictures on social media and let everyone know (including the Allied Foundation) your results! Don't forget to thank everyone involved!

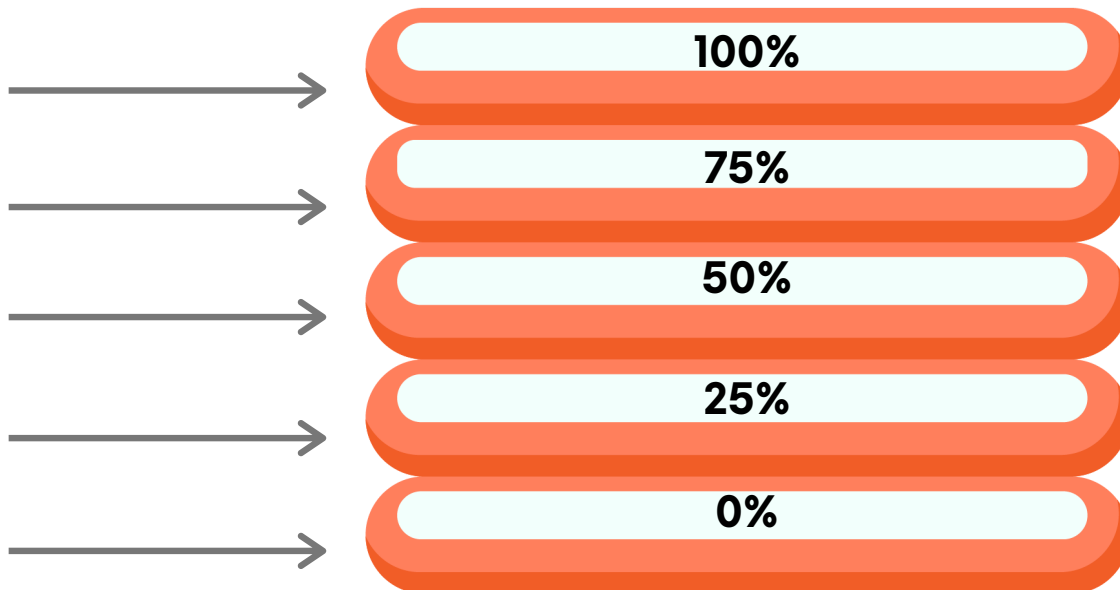
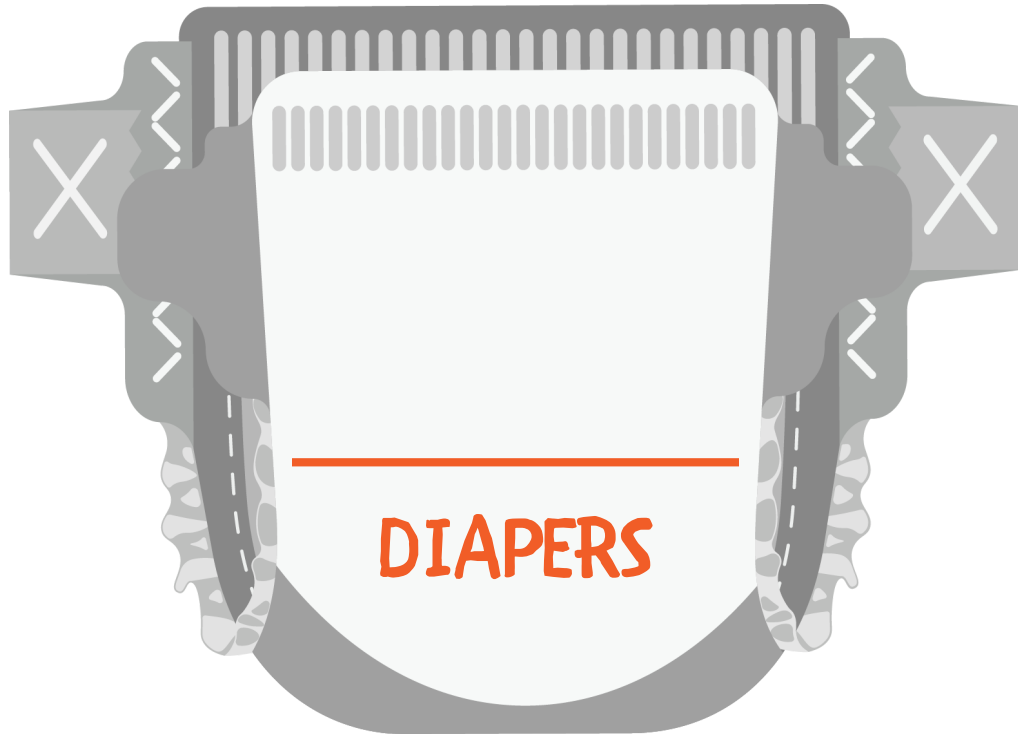


DIAPER COLLECTION FORM

Use this form to track the amount and sizes of diapers you raise. Be sure to provide us with this information after your drive is done!

SIZE	# OF DIAPERS
Newborn	
Size 1	
Size 2	
Size 3	
Size 4	
Size 5	
Size 6	
Pullups 2T/3T	
Pullups 3T/4T	
Pullups 4T/5T	
Wipes	
TOTAL # OF DIAPERS	TOTAL # OF WIPES

OUR DIAPER GOAL:





LINKS & CONTACT INFO

Click these links if you're on a computer!

DIAPER DRIVE RESOURCES

[Diaper Drive Flyer](#)

[Diaper Drive Customizable Flyer](#)

[Diaper Need Infographic](#)

[National Diaper Bank Network](#)

CONTACT INFORMATION

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