


Diaper Drive Toolkit

Children
& Youth
Partnership
FOR DARE COUNTY



 a partner in the
Smart Start network™

Helpful resources and tips for planning
and holding a successful diaper drive.*

CYP's 
Diaper Bank
A Change for the Better

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*Adapted from the Diaper Drive Toolkit created by the National Diaper Bank Network.
The original can be found at <https://nationaldiaperbanknetwork.org/host-a-diaper-drive/>*

THANK YOU from CYP!

Dear Diaper Drive Organizer,

We at Children & Youth Partnership (CYP) cannot express enough gratitude for your interest in holding a diaper drive to support families in the Dare County community who experience diaper need.

While we do not know the exact number of families in Dare who are in need of diapers, we DO know that babies require 8-12 clean diapers a day, and it can cost a family \$70-\$80 monthly to keep one baby in clean diapers. While programs such as WIC (Women, Infants and Children) and SNAP (also known as Food Stamps) provide great access to basic necessities like food, diapers are not an allowable purchase with those programs.


Your generosity and leadership to reduce diaper need is much appreciated. Through your diaper drive, you will not only help build the supply of diapers for CYP's Diaper Bank, but you will also raise awareness in our community about this need for families with young children.

We hope you enjoy coordinating this drive. Please let us know if we can be of any support! Thank you for helping us make 'A Change for the Better!'

Sincerely,

The CYP Team



CYP's 
Diaper Bank
A Change for the Better

Children & Youth Partnership for Dare County ★ darekids.org/diaper-bank

This Toolkit Includes...

- Diaper Drive Ideas
- Diaper Drive Checklist
- Diaper Drive Flyers & Signs
- Social Media Tips
- Social Media Samples
- Let's Go Virtual!
- Fast Facts about Diaper Need



Let's get started!

Diaper Drive Ideas

Time to Team Up!

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

Locations

When choosing a location, be creative and convenient. There are many ideal locations for a diaper drive.

Some examples are:

- Schools
- Places of Worship
- Community Centers
- Offices
- Libraries
- Coffee Shops
- Gyms
- Grocery Stores
- Fire Stations
- In Lieu of Gifts

Themes

Sometimes a theme can make your drive standout! Themes could be things like a 'Stuff the Bus' event, or a 'Dance for Diapers.'

Make it a Competition

Make your diaper drive fun and engaging for all! Set-up your drive like a competition amongst your family, friends, co-workers, etc., and see who can bring in the most diapers. Friendly competition can help spread the word and increase turnout.



Party It Up

If you are planning a party, ask guests to bring a pack of diapers as their 'ticket' to enter or in lieu of gifts.

This could work for:

- Block Parties
- Birthday Parties
- Cocktail Parties
- Game Nights
- Movie Nights
- Book Clubs



PASS THE TORCH– Promote your results to everyone you know (especially those who participated). Use phrases like “this time we collected...” or “this time we raised...” to let people know this is an ongoing need. Encourage others to host their own diaper drive, and offer your new-found expertise!

Diaper Drive Checklist

Use this checklist to ensure that you have a successful diaper drive.

Partner with CYP's Diaper Bank

Reach out to CYP's Diaper Bank to express interest in holding a diaper drive. CYP Staff can fill you in on needs, tips, and ideas for a successful drive.

Set your goals

How many diapers/donations are you trying to collect/raise? Ask CYP's Diaper Bank about what sizes are most needed.

Choose a location(s)

Pick one or more locations that are centrally located and willing to help, like a local business, bank, library, store, etc. Be sure to label your collection bin(s) and verify with the location that it is OK to place it there. Make sure they are clear about your start and end dates, and encourage them to promote it as well.

Select your start/end dates

Diaper drives can run for any length of time, whether that be for one week or one month. When determining dates, make plans about how frequently you will check the bins and check-in with your location.

Spread the Word

Announce your diaper drive through multiple platforms including via social media, emails, flyers in the community, etc. Use the social media tips and samples included in this toolkit, as well as the diaper need fact sheet (if needed). Check on your drive regularly and take pictures to share as you encourage people to participate. Be active before AND during the drive.

Set up transportation

Depending on how many diapers are donated, consider the type of vehicle you will need to transport them to their final location.

Collect and Deliver

Collect all the diapers that were donated through your drive and deliver them to CYP's Diaper Bank. Be sure to call ahead to ensure someone is there to accept them.

Share your results

Post pictures on social media and let everyone know (including your partner organization) your results. Don't forget to thank donors and volunteers!

Help us make
A Change for the Better.

Support our

DIAPER



DRIVE



All money and diapers donated toward this diaper drive will be given to CYP's Diaper Bank (visit darekids.org/diaper-bank for more information).

DATE(S):

LOCATION(S):


HOSTED BY:



Children & Youth
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Thank you for helping keep babies clean, dry, and healthy.

Help us make
A Change for the Better.

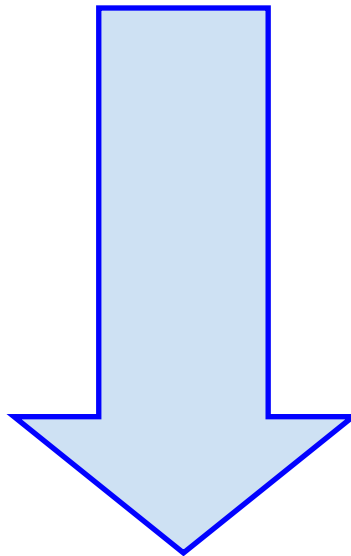


DROP



DIAPERS


HERE



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CYP's 
Diaper Bank

A Change for the Better

Thank you for helping keep babies clean, dry, and healthy.

Social Media Tips

Spread the Word!

Social media is a highly effective tool to reach a large amount of people in a small amount of time. Use social media to your advantage! Notify as many people as possible to participate in your diaper drive and encourage sharing to spread the word further!



Facebook

- Create a Facebook event and invite your friends. This is a great way to post updates and remind potential participants. Don't forget to share it with CYP's Diaper Bank!
- Share your story (give details about your drive, including your 'why').
- Post your Facebook event or event flyer to local groups.
- Thank donors by giving them a shout out and tagging them in your posts.
- Post updates with photos, videos, posts about how close you are to your goal, etc..



Instagram

- Instagram focusses on photos, so be sure to share pictures of everything including your diaper drive flyer, donations you receive, EVERYTHING!
- Utilize the location tagging tool to share your collection sites.
- Tag @cyp.dare and anyone else who may be interested in getting involved.
- Use relevant hashtags including #DiaperNeed, #CYPsDiaperBank, #cleanbabybottoms #achangeforthebetter



Twitter/X

- Tweet before, during, and after your diaper drive. Let your supporters know how planning is going, how close you are to your goal, and your results!
- Share a link to your Facebook event where followers can learn more about your drive and about diaper need.
- Remember to include relevant hashtags in your tweets including #DiaperNeed, #CYPsDiaper Bank, #clean babybottoms



SEND AN EMAIL– While social media can yield great results, emails can be an incredibly effective tool to use throughout your drive. Include information about why you are hosting your drive, your goals, and why others should participate. Explain all the details and personalize your email for a greater impact.

Social Media Samples

Here are a few sample posts you can include on your social media. Be sure to include the details about your diaper drive with your post, and encourage your followers to share your posts to reach a bigger audience!

- Imagine needing to choose between buying diapers for your child or putting gas in your car. Or trying to wash a dirty disposable diaper because you don't have any fresh ones for your baby. Please help us minimize diaper need in our community by supporting my diaper drive!
- I believe all babies deserve clean diapers. Please show support by donating to my diaper drive!
- Did you know that diapers cannot be purchased with WIC or Food Stamps? Help me help families with young children in our community by donating to my diaper drive today!
- Did you know that 1 in 2 families struggles with #DiaperNeed? Please consider donating to my diaper drive to help with diaper need in the Dare County community.
- Small things impact big things. That is why I'm holding a diaper drive on behalf of @cyp.dare. Please consider giving today!
- Diaper need is a hidden consequence of poverty. Help me reach my goal today and donate to my diaper drive! Every diaper counts.
- #DiaperNeed Fact: Without a supply of diapers, children in diapers cannot participate in early childhood education. Please consider donating to my diaper drive to help with this need!
- Babies can require up to 12 diapers per day, at a cost of \$70-\$80 per month per baby — a cost many families cannot afford. Help us make an impact for families by donating to my diaper drive.

Follow Children & Youth Partnership for Dare County on social media to stay up-to-date with Diaper Pick-Up events and more!



Children & Youth Partnership for Dare County
www.facebook.com/cypdarekids



@cyp.dare

Let's Go Virtual!

For many organizations, in-person giving is not an option. A virtual diaper drive is a simple and effective way for people who are unable to meet/give in-person to support CYP's Diaper Bank.

How to Hold a Virtual Diaper Drive

- 1) **Partner with CYP's Diaper Bank-** Reach out to Children & Youth Partnership about your interest in holding a virtual diaper drive. 252-441-0614
- 2) **Set your goals-** How many diapers/donations are you trying to collect/raise? Ask CYP's Diaper Bank about what sizes are most needed.
- 3) **Create your List-** CYP will create an Amazon Wish List that is specific for your drive. This list will allow people to purchase diapers to support your drive, but will allow them the option of mailing them directly to Children & Youth Partnership's office in Manteo (minimizing face-to-face interaction).
- 4) **Select your start and end dates-** Diaper drives can run for any length of time that you choose, whether that be for one week or one month.
- 5) **Spread the Word-** Once the link for your Virtual Drive's Wish List has been created by CYP, announce your diaper drive through multiple platforms including via social media, emails, flyers in the community, etc. Use the social media tips and samples included in this toolkit, as well as the diaper need fact sheet (if needed).
- 6) **Update-** Check on your diaper drive regularly. You can visit the Wish List online to see how many items have been purchased. Be active to your followers before AND during the drive to let them know how it is going.
- 7) **Reach out** to Children & Youth Partnership if you need any additional support.





For the full Executive Summary, visit:

https://nationaldiaperbanknetwork.org/wp-content/uploads/2023/06/NDBN-Diaper-Check-2023_Executive-Summary-FINAL.pdf

Major Findings

- **Diaper need has increased sharply.** 47% (almost half) of families reported diaper need in 2023. In the first diaper need investigation in 2010 and in several subsequent studies, approximately 33% or 1/3 of families reported diaper need.
- **Diaper need forces families to cut back on other essentials.** 46% of families reported reducing other expenditures to afford diapers, with most of those households cutting back in multiple areas. The most common cutback was entertainment outside the home (56%). Other common areas for cutbacks included food (35%) and utilities (19%).
- **Diaper need is associated with stress and worry.** 70% of the respondents reporting diaper need said that they were stressed or anxious about their responsibilities as a parent or caregiver. 53% said they felt judged as a bad parent/caregiver because they could not afford diapers.
- **Diaper need is widespread and cuts across income levels.** Among families with diaper need, 66% were categorized as low income, 28% as middle income, and 6% as high income.
- **Diaper need impacts daily life.** Families with diaper need reported more instances of unmet health needs; stress and anxiety; limitations on free time and social contact; and barriers to work.
- **Diaper need intersects with food insecurity.** More than a quarter of respondents (28%) who reported diaper need said that they skipped meals so that they could afford more diapers.
- **Diaper need results in parents missing work and losing wages.** 1 in 4 (25%) of parents and caregivers with diaper need reported having to miss work or school because they did not have enough diapers to drop their child off at childcare, and 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.