



# DIAPER BANK OF SKAGIT COUNTY



DEAR DIAPER DRIVE ORGANIZER,

United Way of Skagit County thanks you for your generous commitment of time and effort to coordinate a community diaper drive to help end diaper needs.

Your commitment to helping end diaper need in our community is much appreciated. One diaper may not last long, but the effects of raising awareness and mobilizing your community will lead to change.

We hope you enjoy coordinating the drive and will let us know how it goes! Once again, thank you for supporting us in helping the many families in need in Skagit County.

Thanks to you, more diapers will be available to support struggling families.

Gratefully,

United Way of Skagit County

# DIAPER DRIVE TOOLKIT

## Plan

A successful diaper drive

## Collect

Donate products

## Give

To the Diaper Bank of Skagit County



# THIS TOOLKIT INCLUDES

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Hosting a Diaper Drive

Diaper Drive Ideas

Diaper Drive Checklist

Diaper Collection Form

Social Media Tips and Samples

Diaper Drive Goal Sheet

Fact Sheet Handouts

Diaper Drive Flyers and Signs

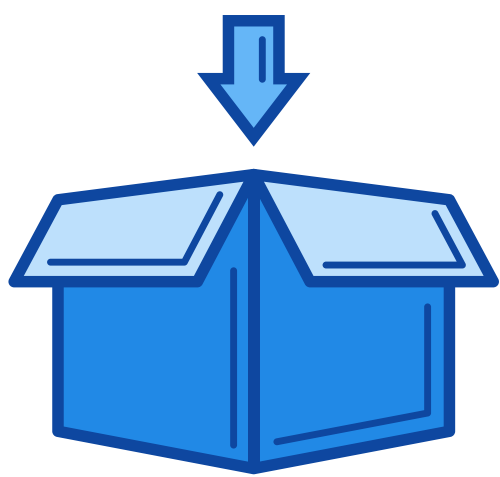
## Let's Get Started!



# HOSTING A DIAPER DRIVE

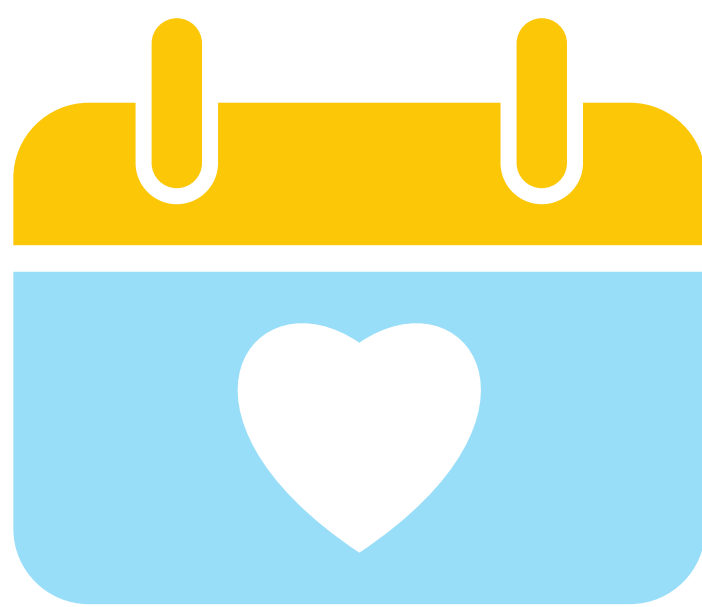
We encourage you to contact us if you host a diaper drive. We can help promote your diaper drive on our Diaper Bank of Skagit County's social media pages.

## DONATE



### CHOOSE A LOCATION

When selecting a place, remember to find a dry/covered centralized location. Choosing an area that is easily accessible will attract more community support—label collection bins with our diaper box flyer.



### PICK DATES

For successful drives, plan to host a campaign for a week or longer so people have enough time to donate. Consider hosting a campaign around a holiday or special event: Mother's Day, National Diaper Awareness Week, or maybe all year around!



### SPREAD THE WORD

Announce your diaper drive through social media, local media, flyers, newsletters, community announcements, or radio. One of the best ways to advertise is word of mouth, so be sure to tell everyone you know about it.



# DIAPER DRIVE CHECKLIST

Follow this checklist to ensure you have a successful diaper drive.



## CHOOSE YOUR LOCATION

Pick one or more locations that are centrally located and willing to help, like a local business, bank, library, etc. Be sure to label your collection bin (flyer included in this toolkit).



## DECIDE YOUR THEME

Whether its a Stuff a Bus, a themed party, or a simple diaper drive in your office, choose what works for you!



## RECRUIT VOLUNTEERS

Ask friends, family, colleagues or neighbors to help out!



## SET UP TRANSPORTATION

Depending on how many diapers are donated, consider what type of vehicle you will need to transport them.



## SELECT A START AND END DATE

Typically, diaper drives run for one week to a month.



## COLLECT AND DELIVER

Rally the volunteers and deliver your donated diapers to your United Way of Skagit County. Don't forget to take photos and share them!



## SET YOUR GOALS

How many donations would you like to raise? Ask the organization you're donating to what sizes they need most. Develop a way to track your progress. (Use our goal chart!)



## SHARE YOUR RESULTS

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



# DIAPER COLLECTION FORM:

Use this form to track the number and sizes of diapers you collect. Be sure to provide this information back to the Diaper Bank of Skagit County after your drive is done!

Size	Number of Diapers
Newborn	
Size 1	
Size 2	
Size 3	
Size 4	
Size 5	
Size 6	
Pullups	
<b>TOTAL DIAPERS:</b>	
Wipes (packets)	
Adult diapers	
Formula	
Misc	
Financial Donations	





# SOCIAL MEDIA SAMPLES:

- Small things impact big things. That is why I'm holding a diaper drive on behalf of UnitedWaySkagit Please consider giving today (add time location details)
- Diaper need is a hidden consequence of poverty. Please help me reach my goal today and donate to my diaper drive! Every diaper counts.
- Help make a difference in a family's life today. Please donate to my diaper drive that will be taking place (location).
- Infants require up to 12 diapers per day, at the cost of \$70 to \$80 per month per baby – a total cost of over \$900 every year until the child is potty-trained (around age 2-3 years).
- Mothers who experience diaper needs are almost twice as likely to struggle with post-partum depression.
- More than 25 million adults in the United States experience urinary incontinence.
- A person with a moderate amount of urine leakage may use two to four disposable diapers daily, averaging \$80–\$160 per month.





# GETTING THE WORD OUT

Social media is a highly effective tool to reach many 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 this!)



- Create a Facebook "Event" and invite all your friends to support the **United Way of Skagit County**. This is a great way to keep track of interest and post updates on your collection status.
- Share your story (create posts with all the diaper drive details or even record a Facebook Live)
- Create a sharable event header
- Thank donors by giving them a shout-out and tagging them in your posts
- Upload plenty of photos in your posts and tag us @UnitedWaySkagit



- Share pictures of your diaper drive flyer, donations, and EVERYTHING. Utilize the location tagging tool to share your collection sites
- Tag United Way of Skagit County



- 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.
- Tag @UnitedWaySkagit



Emails are an effective tool to utilize throughout the diaper bank. Personalize your message and detail why you are hosting a diaper drive. Encourage other local individuals or companies to participate. Explain what you are collecting: Infant diapers (Newborn-size 6), pull-ups, adult diapers, formula, wipes, diaper creams, and feminine products. Also, share the location, date, and your ultimate GOAL!





# DROP OFF DIAPERS HERE

Now feel good for keeping infants, children, or  
adults clean, dry, and healthy.



**BASICS AREN'T BASICS**

**THEY'RE ESSENTIAL**

**PLEASE SUPPORT OUR  
DIAPER DRIVE**

**ALL FUNDS AND DIAPERS BENEFIT:**

**DATE(S):**

**LOCATION:**

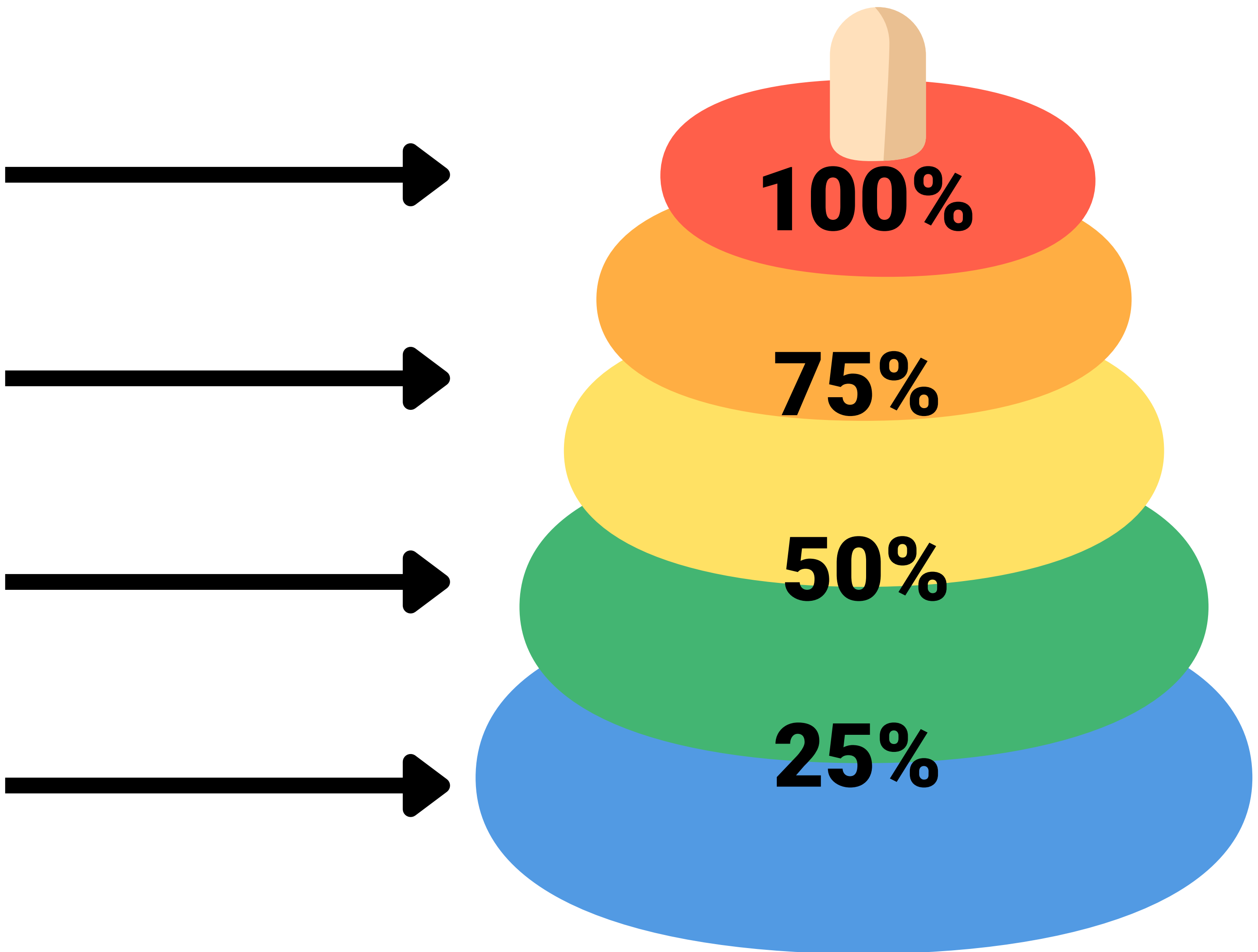
**HOSTED BY:**

**HELP KEEP INFANTS, CHILDREN, AND  
ADULTS CLEAN, DRY, AND HEALTHY**



**1 in 3 families struggles with diaper need**

**Help a family today by donating a box of diapers!**





# FAST FACTS ABOUT DIAPER NEED IN THE UNITED STATES

## WHAT IS DIAPER NEED?

Diaper Need is the lack of clean diapers to keep an infant, child, or adult clean, dry, and healthy. Diapers are absorbent incontinence products that are washable or disposable when worn by a person, regardless of age or sex, who cannot control bladder or bowel movements.

One in three American families struggles with diaper needs. Managing diapering supplies is a complex physical, cognitive, emotional, and social process for families, and they must plan, calculate, save, stretch, sacrifice, and innovate their income.

## DATA

**5M** Infants and children live in poor or low-income families

**25M** Adults in the United States experience urinary incontinence.

**\$70-80** The average monthly cost of diapers per child. Infants require up to 12 diapers per day.

**\$80-160** The average monthly cost of diapers per adult. An adult suffering from moderate leakage uses two to four disposable diapers daily.

**0** The number of federal programs that cover the cost of diapers.

**1** Medicaid is a state and federally-funded program that provides health coverage to people with low incomes and people with disabilities.

## THE CONSEQUENCES OF DIAPER NEED

- Infants, children, and adults who remain too long in a soiled diaper are exposed to potential health risks
- Most childcare centers, even free and subsidized facilities, require parents to provide a day's supply of disposable diapers
- Many parents cannot go to work or school if they can't leave their babies at childcare
- Parents that struggle with diapers need to miss an average of four work days a month
- The most affected are the retired adults living on a fixed Social Security income without retirement savings. The average cost for a box of 50 diapers is around \$40, usually 3% of their social security benefits



## WHAT ARE DIAPER BANKS?

Diaper banks collect, store, and donate diapers to a partner agency network that distributes free diapers to families facing financial hardship. Diaper banks rely on the generosity of the community for financial and diaper donations. Acting together, individuals, diaper banks, faith-based institutions, service providers, businesses, organizations, and elected officials can get diapers to all babies in need.

## OUR MISSION

**Uniting Skagit County to build a positive and sustainable quality of life for all.**

## WAYS YOU CAN HELP

**SUPPORT** DBSC by donating to [www.UnitedWaySkagit.org](http://www.UnitedWaySkagit.org). All proceeds go towards our mission to help meet the basic needs of all family members.

**HOST** your diaper drive and donate the product to the Diaper Bank of Skagit County