



Hosting a DIAPER DRIVE

Thank you for your interest in hosting a diaper drive for the **Junior League of New Orleans**. This simple initiative can make a significant difference in the lives of New Orleans area families.

The following contains instructions, ideas, a tally sheet and materials to help communicate information about your drive.

We deeply appreciate your commitment and are here to support you. If you have any questions or need further information, please do not hesitate to reach out. You can visit www.jlno.org/diaperbank, email diaperbank@jlno.org or contact our Headquarters at 504-891-5845.

You can help families from the bottom up! Here's how easy it is to coordinate a diaper drive.



www.jlno.org



Hosting a DIAPER DRIVE

DIAPER NEED FAST FACTS

Diapers can cost up to \$100 per month with babies needing six to ten diapers daily. Despite this necessity, there is no direct government assistance available for diapers, leaving **one in two caregivers in the U.S. struggling to provide clean, dry diapers for their children.**

- **Impact of Diaper Need:** Twenty–eight percent (28%) of parents experiencing “diaper need” reported skipping meals to afford diapers. Those experiencing this diaper need have difficulty with stress management and depression which in turn negatively affects their children’s health and development.
- **Consequences for Childcare:** Without diapers, babies cannot attend childcare or participate in early childhood education. This lack of access can result in adverse health effects such as rashes or urinary tract infections.
- **Economic Impact:** Three in five parents miss work or school because they cannot afford the diapers required to leave their baby in childcare. This lack of childcare hinders mothers from pursuing education or employment and limiting their ability to provide for their families.
- **Community Importance:** Educated women and stable families are critical to solving the larger, systemic problems facing Metropolitan New Orleans.

Non-governmental organizations provide 100% of diaper assistance and diaper banks provide diapers to millions of infants and toddlers each year. By hosting a diaper drive, you join JLNO in helping families from the bottom up. Your donations will add to the **1 MILLION** diapers we hope to distribute this year to our community partners.



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HOW TO GET STARTED: A DIAPER DRIVE IN SIX STEPS

1. Contact the JLNO Diaper Bank

Start by emailing diaperbank@jln.org to express your interest in hosting a diaper drive. The JLNO Diaper Bank team can provide marketing materials about diaper need, supply you with collection boxes and answer any questions you might have. We are excited to help you organize a successful drive!

2. Choose a Location

Select a location that is convenient for donors yet secure enough to keep the donations safe. Offices, kiosks or supervised reception areas are ideal collection spots. Clearly label your bins and check them regularly.

3. Choose a Deadline for your Diaper Drive

Set a deadline for your diaper drive, keeping in mind that the most successful drives last between one week and one month. This gives people enough time to acquire their donations and deliver them. Consider aligning your deadline with a specific event or holiday to increase participation. For example, you could offer an incentive like a discount or free entry in return for a donation. Do not forget to inform JLNO about your drive dates so we can help with publicity and arrange pickups.

4. Set a Goal

Increase participation by setting a clear goal such as collecting 1,000 diapers or achieving 100% participation. JLNO volunteers can advise on the most in-demand diaper sizes which you can highlight to your audience. Keep everyone updated on your progress throughout the drive and make sure to thank participants after the drive concludes.

5. Get the Word Out

Promote your diaper drive by sharing the location, deadline, guidelines and goal through emails, Facebook and Instagram. Here are some tips:

- Include information on “Diaper Need” to raise awareness and encourage sharing.
- Use location tagging to highlight your location sites.
- Share your story through detailed posts or videos on Facebook or Instagram Live explaining why you are hosting the drive and how others can help.
- Emails are incredibly effective tools to utilize throughout your diaper drive. Personalize your message and go into detail on why you are hosting a diaper drive and would like the individual or company to participate. In your message, explain your drive, your collection location and your goal.
- Thank donors by giving them a shout out and tagging them in your posts.

Upload plenty of photos and use the hashtag #EndDiaperNeed in your posts. Post

before, during and after your fundraiser. Let your supporters know how planning is going, how close you are to your goal and the results. Use terms like "this time we collected" or "this time we raised..." so people understand there is an ongoing need.

Sample Posts:

- "I am hosting a diaper drive in support of the Junior League Diaper Bank! My goal is (insert drive goal, either # of diapers or \$) so come to (insert location or drive details) to help families from the bottom up."
- I believe all babies deserve clean diapers. Please show support by donating to my diaper drive! (insert graphic with details on diaper drive)
- Did you know 1 in 2 families struggles with #DiaperNeed? Please donate to my diaper drive to help change that.
- Small things influence big things. That is why I am holding a diaper drive on behalf of @juniorleagueno. Please consider giving today (add time a location details)
- Diaper need is a hidden consequence of poverty. 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. Donate to my diaper drive that will be taking place (location). #EndDiaperNeed

Suggested hashtags:

#EndDiaperNeed
#JLNO
#MyJLNO
#NDBN

Suggested tags:

@diapernetwork
@juniorleagueno

6. Collect the Diapers

Identify your collection locations and label your containers as drop-off spots. Use the Diaper Drive Tally Sheet to count your donations. Email your Diaper Drive Tally Sheet to diaperbank@jlno.org. Stay in touch with JLNO to arrange pickups if they have not already been scheduled.



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FUN DRIVE IDEAS

Host Healthy Competition

- ★ Competition among friends or colleagues can motivate donors and help spread the word.
- ★ Give out stickers to donors as a fun recognition.
- ★ Offer incentives, like coupons, event entry, or raffle tickets.
- ★ Reward the department, class, or group with the most diapers or highest percentage of participation.
- ★ Create a sign or online visual that tracks your progress toward the goal.
- ★ Set a goal and celebrate with a party or additional incentives once you meet it.
- ★ Give prizes for the largest donation from a single individual.
- ★ Have a trivia contest about Diaper Need to raise awareness.
- ★ Challenge neighbors, vendors, schools, or other relationships to match your donations.

Make It a Party

- ★ Host an event where the entry fee or gift is a pack of diapers.
- ★ Baby Shower
- ★ Birthday Party
- ★ Cocktail Hour
- ★ Game or Movie Night
- ★ Work Breakfast or Luncheon
- ★ Playdate

Extend Your Communications

- ★ Boost awareness by expanding beyond flyers and social media.
- ★ Insert a Diaper Drive flyer with employee paychecks.
- ★ Include a notice in your church or business newsletter.
- ★ Email your customers, clients, and vendors.
- ★ Ask employees or friends to add information on the Diaper Drive to their email signatures.
- ★ Send “thank you” notes to everyone that donated.



Complete the following information and submit the form each time you donate to the Junior League of New Orleans Diaper Bank. You should also make a copy of this form for your records so you can keep track of your progress for your overall Diaper Drive Goal.

Drive Information

Date of Drive	
Name of Person Organizing Drive	
Name of Organization Holding Drive	
Contact Phone for Organizer	
Contact Email for Organizer	

Number of Diapers

Newborn	Size 1	Size 2	Size 3	Size 4	Size 5	Size 6	Swim

Number of Pull-ups/Training Pants

Size 2-3T	Size 3-4T	Size 4-5T	Size 6/XS	Small	Medium	Large	X-Large

Miscellaneous Items

Diaper Cream	Wipes	Other

Return completed forms in one of the following ways: With donation or scan/email to diaperbank@jlno.org

DIAPERS AREN'T BASIC.*

***They're essential.**

**Please support our
DIAPER DRIVE**

All funds and diapers donated benefit the
Junior League of New Orleans Diaper Bank

Date(s):

Location(s):

Hosted by:





JLNO
DIAPER
BANK

Diapers + Period Supplies
Adult Incontinence Products

1 in 2 families struggle with #DiaperNeed.

Help a family today by donating a box of diapers!

Our Goal: _____ Diapers!

100% —

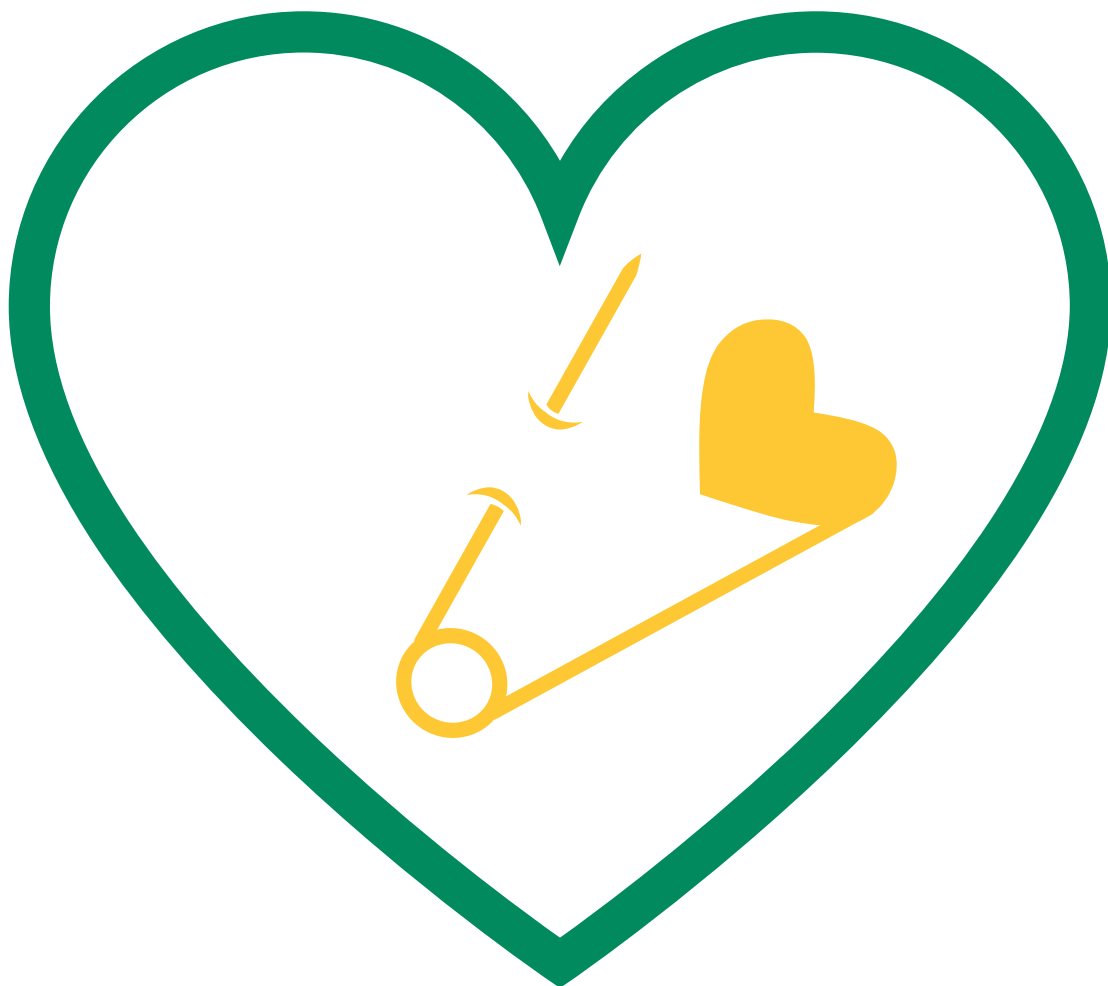
80% —

60% —

40% —

20% —

0% —



Follow us on social media:

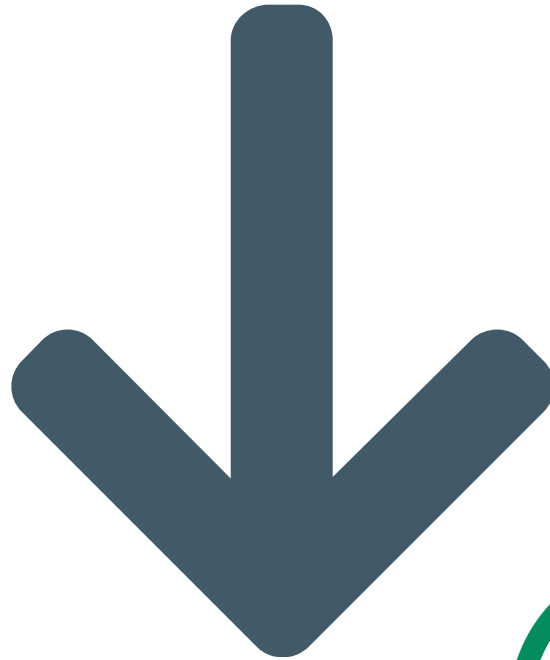
 @Junior League of New Orleans

 @juniorleagueno

 Junior League of New Orleans



Drop Diapers Here*



Now feel good for helping keep
babies clean, dry and healthy.



JLNO
DIAPER
BANK

Diapers + Period Supplies
Adult Incontinence Products



1 in 2

caregivers struggle to provide their child with clean, dry diapers.

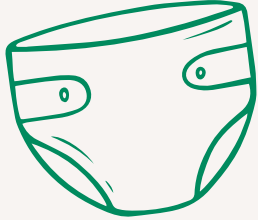


28%

of parents experiencing “diaper need” reported skipping meals to afford diapers.

2,800

amount of diapers a baby will use in the first year.



\$100

spent on diapers in a month.



3 IN 5

parents miss work or school because they can’t afford the diapers required to leave their baby in childcare.

Without diapers, babies cannot attend childcare or participate in early childhood education.



Educated women and stable families are critical to solving the larger, systemic problems facing Metropolitan New Orleans.