



HOSTING A DIAPER DRIVE

Thank you for your interest in hosting a diaper drive for the Junior League of New Orleans. This is such an easy way to provide one small thing that makes a big difference to New Orleans area families.

The following contains instructions, ideas, a tally sheet, and materials to help communicate about your drive. You can also download graphics and other content from www.jlno.org/drivetoolkit.

We appreciate your commitment and effort and are here to support you. Please call us with any questions or for more information. You can visit www.jlnodiaperbank.org, 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, and babies need six to ten diapers per day. Despite the expense and need, no direct government assistance is available for diapers.
Consequently, one in two caregivers in the U.S. struggles to provide her child with clean, dry diapers.
- 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.
- Without diapers, babies cannot attend childcare or participate in early childhood education. It also causes adverse health effects on the child, such as rashes or urinary tract infections.
- 3 in 5 parents miss work or school because they can’t afford the diapers required to leave their baby in childcare. Without childcare, mothers cannot go to school or work to further their education and provide for their families.
- 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, ensuring they are put to use by the most vulnerable in our area.



HOSTING A DIAPER DRIVE

HOW TO GET STARTED

Contact the JLNO Diaper Bank to share your interest in hosting a drive. Email diaperbank@jlno.org to get started. JLNO Diaper Bank can provide marketing materials about diaper need, supply you with boxes, as well as answer any questions. We are excited to support you in implementing a successful drive!

Follow the below **six simple steps**. Want to get creative? Check out our **Fun Drive Ideas**.

Choose a Location

People should be able to easily donate to the drive; however, you want to ensure that your donations remain secure. Choose a location that is convenient, but also monitored or locked. If you have collection bins, clearly label them and check them regularly. Good donation locations include an office, kiosk, or supervised reception area.

Choose a Deadline for your Diaper Drive

The most successful drives last between one week and one month. This gives people enough time to acquire their donations and deliver them. Consider tying your deadline to a specific event or holiday. This would enable you to give something in return for a donation, like a discount, free entry, or other incentive. Be sure that you let JLNO know the dates of your drive, so that we can coordinate publicity and pickups.

Set a Goal

Increase your drive's success by setting a goal, like 1,000 diapers or 100% participation. Ask JLNO what diapers are needed most and promote that need. Then, you can keep people updated on how you are progressing toward your goal, and thank them after the drive. Share updates throughout the drive so participants know how close you are to reaching your goal and to encourage continued participation.

Get the Word Out

Let people know the location, deadline, guidelines, and goal for your Diaper Drive. You can also send emails and post to Facebook and Instagram. Here are some tips:

- Include information on "Diaper Need" to raise awareness, and encourage people to share it. Utilize the location tagging tool to share your collection sites.
- Share your story (create posts with all the diaper drive details or even record a Facebook or Instagram Live). Emails also 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. Explain what you are collecting, where, and of course 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 Post:

- "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 impact big things. That is why I'm 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
- #DiaperNeed Fact: Without a supply of diapers, babies cannot participate in early childhood education. Please consider donating to my diaper drive.
- Babies require up to 10 diapers per day, at a cost of up to \$100 per month per baby -- a cost many families cannot afford. #EndDiaperNeed

Suggested hashtags:

#enddiaperneed #jlno #myjlo #NDBN

Suggested tags:

@diapernetwork
@juniorleagueno

Collect the Diapers

Be sure to label the collection locations or containers so they are easily recognized as drop-off spots. Use the Diaper Drive Tally Sheet to count what you collect. Stay in contact with JLNO for pickups if we haven't already scheduled them.



HOSTING A DIAPER DRIVE

FUN DRIVE IDEAS

Host Healthy Competition

- ★ Competition among friends or colleagues can motivate donors and help spread the word.
- ★ Hand out stickers to those that donate.
- ★ 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 hold a party or give incentives when the goal is reached.
- ★ 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

- ★ Hold an event and ask for a pack of diapers in lieu of gifts or as the “admission fee.”
- ★ Baby Shower
- ★ Birthday Party
- ★ Cocktail Hour
- ★ Game or Movie Night
- ★ Work Breakfast or Luncheon
- ★ Playdate

Extend Your Communications

- ★ In addition to posting flyers and sharing on Social Media, use these ideas to increase awareness,
- ★ 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.



HOSTING A DIAPER DRIVE

Complete the following information and submit this 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

Size Newborn	
Size 1	
Size 2	
Size 3	
Size 4	
Size 5	
Size 6	
Training Pants	
Swim Diapers	

Miscellaneous Items

Containers of Wipes	
Packages of Diaper Cream	

Return completed forms in one of the following ways:

- With donation
- Scan/email to diaperbank@jlno.org