



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.

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 three mothers in the U.S. struggles to provide her child with clean, dry diapers.**

- Without diapers, babies cannot attend childcare or participate in early childhood education.
- 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 550,000 diapers we hope to distribute this year to our community partners, ensuring they are put to use by the most vulnerable in our area.

Your Group Can Help Families from the Bottom Up!
Here's how easy it is to coordinate a diaper drive.

You setup a Collection Bin. People donate diapers. We pickup & sort diapers. We provide diapers to our partners. Babies have clean, dry diapers.

WWW.JLNODIAPERBANK.ORG

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 that. Please call on 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.



Drive Instructions

You can help collect diapers for families in need. After you've contacted JLNO to setup the drive, let these **five simple steps** guide you. Want to get creative? Check out our Fund Drive Ideas to get started.

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

You increase your drive's success when you provide a goal, like 1,000 diapers or 100% participation. Then, you can keep people updated on how you are progressing toward your goal, and thank them after the drive for helping to reach it. Post 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. JLNO is providing signs for you to publicize your drive, but you can also send emails and post to Facebook, Twitter, and Instagram. Include information on "Diaper Need" to raise awareness, and encourage people to share it.

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."

Stats to Share:

- 1 in 3 moms struggle with diaper need
- babies need between 6 and 10 diaper per day
- \$100 diaper cost per month
- no government assistance is available for diapers

Suggested hashtags:

#enddiaperneed #jlno #myjlo #NDBN

Suggested tags:

@diapernetwork
@jlnodiaperbank
@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.



Fun Drive Ideas

Try out some of these clever ideas to increase your Diaper Drive's success and make it fun!

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.
- 🍃 Hold a "decorating" competition where people submit their donations as part of a craft project or art installation.
- 🍃 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.
- 🍃 Put yard signs in front of collection locations.
- 🍃 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.



Drive Tally Sheet

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
-  Fax to 504-897-9496