

Diaper Drive Ideas

Locations

- Schools
- Churches
- Community Centers
- Offices
- Libraries
- Coffee Shops
- Car Dealerships
- Swimming Pools
- Gyms
- Grocery Stores
- Fire stations
- Banks
- In lieu of gifts
- Virtual drive

Themes

- Baby showers
- Birthdays
- Mother's Day
- Stuff the bus
- Office or School Competition
- Baby Olympics
- Dinner parties
- Diaper Derby
- Other holiday-related themes
- For any special occasion

Publicity

- Post flyers in your neighborhood or office
- Advertise in a newsletter or local newspaper
- Use social media
- Radio spots
- Create a website
- Add to your email signature line
- Have your partner organization promote
- Post flyers in local businesses
- Post flyers in your library

Other Tips & Tricks

- Provide information on diaper need
- Set a goal and track your progress (count your diapers!)
- Provide an incentive for most diapers collected
- Great volunteer opportunity for individuals, offices, and schools
- Pass out donation envelopes for those who can donate monetarily
- Take pictures to share in your recap and for future publicity
- Inform local print and news media (you never know!)
- Recruit a volunteer committee to help run the diaper drive
- Host a kickoff event
- Personally thank your donors

LET'S CLOSE THE DIAPER GAP.

www.NationalDiaperBankNetwork.org

For information contact 203.821.7348

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