Diaper Drive Toolkit

Dear Diaper Drive Organizer,

THANK YOU! You are helping families in need in our community in a real and lasting way! Providing families with clean diapers and incontinency supplies for their babies, their disabled children and their elderly creates an immediate, positive impact in the life of that individual and the life of that family. The Bottom Line believes we can create, through actions large and small, collective and individual, a community in which families in need have resources for healthy living. Thank you for helping to build that community.

This quick Toolkit contains facts about the need for diapers, diaper drive ideas and the simple steps to create a successful diaper drive. Also included with this Toolkit are: an organizing checklist, flyers, letter and email templates, poster templates, donor acknowledgment cards, tracking forms, and thankyou templates for sponsors and large donors.

If there’s anything we can do to make your diaper drive more successful, please let us know. We look forward to getting the diapers you collect to families who desperately need them!

The Bottom Line Staff and Volunteers

The Bottom Line

One in five (21%) young children under the age of 3, live in poverty (Source: 2012 data National Center for Children in Poverty-Colorado)

Nearly one in seven seniors (15%) live in poverty under the Census Bureau's alternative Supplemental Poverty Measure (Source: 2009 to 2011 Current Population Census Surveys-Colorado)

53% of home bound older persons are incontinent and their need for frequent toileting, and the urgency for toileting, increases the risk of falls by as much as 26% (National Association For Continence) and the frustration of non-compensated caregivers too often results in abuse

Low-Income families can't purchase diapers or incontinency products with food stamps

Incontinency products are not covered by Medicare

These families are re-using diapers and incontinency products
Pick a Place!

Location, Location, Location: Think BIG! Could you host it at your workplace? Your school? Your place of worship? Is there a well loved local business that might be interested in hosting a diaper drive with you? Be sure you select a location that is easily accessible to many people.

Pick a Theme!

Make it an event to remember! Have fun making it part of a sporting event, neighborhood event, dance, corporate event, holiday party or educational event. Host a diaper dash walk-a-thon, challenge a rival school or business department, or offer discounts to sporting events, school performances or art shows.

Choose A Time!

Be specific about the duration of your drive so supporters know whether it’s a one day event or a week-long opportunity. Does it make sense to tie your drive to a specific holiday or happening? Is there an already planned event in your community that you can part-er with — for instance, a school fair you can be a part of? A community festival? A used book sale at your library? A local performance? Be sure to tell guests that in lieu of diapers they can give a cash donation, which allows us to buy diapers at a discount.

Organize your team!

Identify your diaper drive volunteers and assign roles. Roles and responsibilities might include: 1) Chair Person - the driver of your event responsible for assigning tasks, organizing people, and ensuring completion of assigned tasks, 2) Secretary - the note taker who attends all meetings and documents ideas, commitments and contacts, 3) Communications Chair - prepares and distributes all communications regarding your event including invitations, letters, emails, and thank you’s, 4) Logistics Coordinator - finds and secures event location, posts signage and posters, facilitates set-up and clean-up, 5) Treasurer - documents all money collected on provided tracking form and submits collected money, tracking form and donor cards (for tax deductions) to The Bottom Line within 3 working days of the event.

Get the Word Out!

There are tons of free ways to advertise: Use the social networking world — send emails, post your drive on Facebook and Twitter, ask your friends to share it with their friends. Are there local bloggers who can help spread the word? What about school newsletters? Be sure to include the dates you are collecting diapers and the location. And remember, one of the best ways to advertise is still word of mouth, so — talk about the drive to anyone and everyone!

Collect and Tally the Diapers!

Place a large, brightly decorated box in a convenient place where people can drop the dia-pers. Be sure to label the box (see the drop box flyer in this kit or create your own). Once the diapers are collected, tally the total using the spreadsheet provided. Share the results with everyone who participated. Finally, get in touch with the DC Diaper Bank so we can coordinate the diaper drop off.
Dear (Recipients),

We are so excited and proud to invite you to participate in our annual diaper drive to help low-income families in our community. We are partnering with The Bottom Line, our local Catholic Charities Diaper Bank, to reach our neighbors who need our help.

Your contributions will help families in need who are unable to provide an adequate supply of fresh diapers for children and incontinence products for disabled and elderly family members. With your help, we will increase the awareness surrounding a very sad reality that exists in our neighborhoods, and we will assist The Bottom Line in meeting its community demand of 100,000 diapers for the remainder of 2014 with donations of cash, diapers or depend undergarments. We will touch lives and our neighbors in need will know they can Depend On Us!

Please bring your cash donations, checks (made out to The Bottom Line), or packages of diapers or incontinence products to (Event like a football game, dance, potluck, etc) on (Date). Make sure to complete a donation card to receive tax deduction receipt from The Bottom Line!

Thank you for supporting this important effort!

(Your Group or Diaper Drive Sponsors Name)
Diaper Drive

Date_________ Time_________

Drop-off Site

Benefiting our neighbors in need through The Bottom Line
The Bottom Line Reality

Diaper need is often not well known or understood. It is a silent crisis in the United States as nearly 1 in 3 families in America struggle to afford diapers for their children and dependent adults. At $100 a month or more, diapers and incontinence undergarments become a luxury item for families and seniors.

Colorado’s Bottom Line

One in five (21%) young children under the age of 3, live in poor families
(Source: 2012 data National Center for Children in Poverty-Colorado)
Nearly one in seven seniors (15%) live in poverty under the Census Bureau’s alternative Supplemental Poverty Measure
(Source: 2009 to 2011 Current Population Census Surveys-Colorado)
53% of homebound older persons are incontinent and their need for frequent toileting and/or the

The Bottom Line on Resources

Unfortunately, Government subsidies do not cover the cost of diapers. Food Stamps, Women, Infants, and Children (WIC), and Medicare (except hospice) provide many resources for struggling families, but not for diapers or depends. They are considered “hygiene items”.

Families unable to afford diapers are forced to choose between a range of undesirable alternatives that can severely impact the health and well-being of both their child and their household. Many families report cutting back on basics such as food, utilities, or child care in order to purchase diapers for their children. Often, families find themselves trying to stretch their diaper supply by rinsing out and reusing disposables.

Most families in need do not have private washing machines, and many Laundromats do not allow people to use their equipment to launder diapers. Many childcare facilities require parents to bring disposable diapers for their child and simply will not accept cloth diapers.