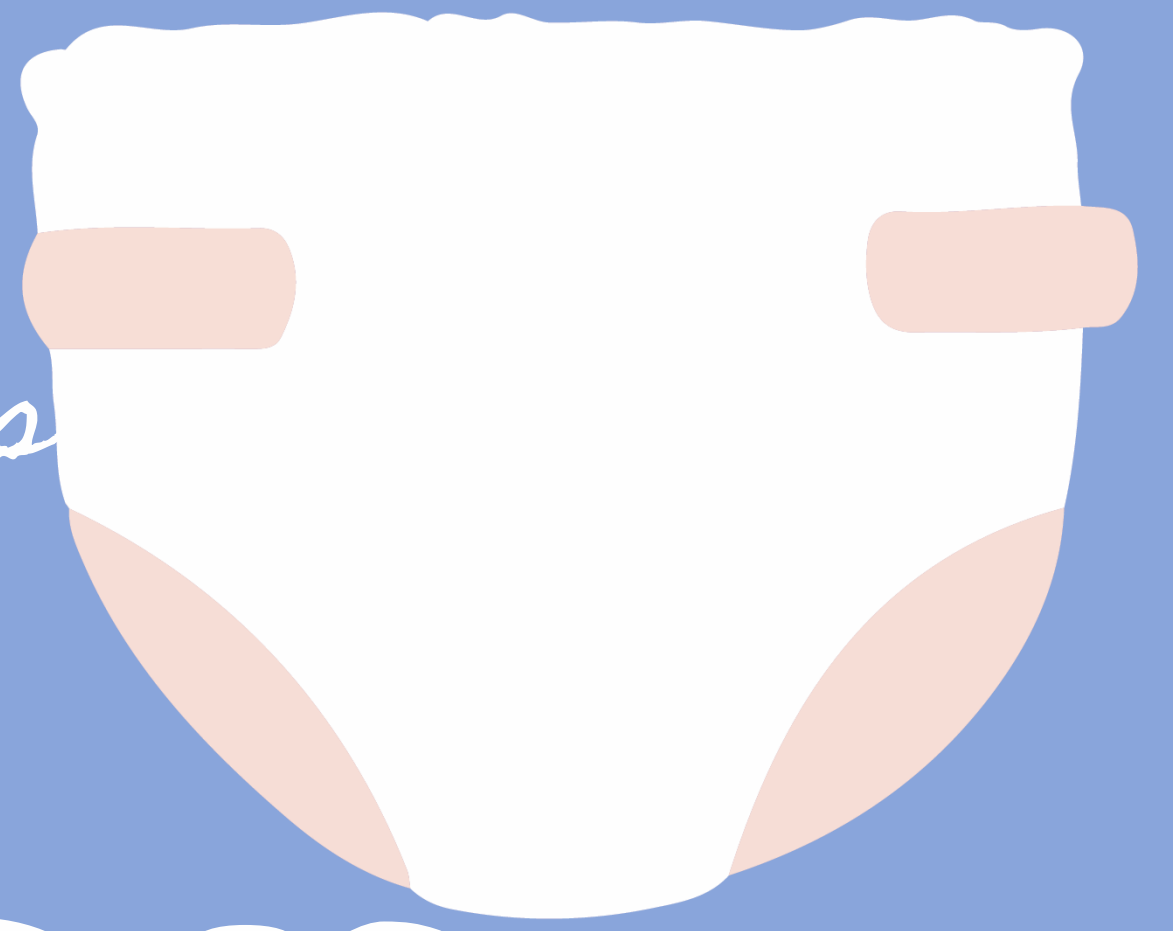


St. Louis Area Diaper Bank's



Diaper Drive Toolkit

#EndDiaperNeed

*www.stldiaperbank.org
info@stldiaperbank.org | 314-624-0888*

To our supporters,

Please accept this heartfelt thanks on behalf of the St. Louis Area Diaper Bank for your generous commitment of time and effort to coordinate a diaper drive for families experiencing diaper poverty.

By hosting this drive, you are helping to ensure a sufficient supply of diapers is available and that awareness is being raised. The effect of raising awareness in your community will hopefully lead to more change for all of St. Louis and surrounding areas.

We want your drive to be a success, so we have put together this toolkit with tips and facts to help recruit and educate supporters.

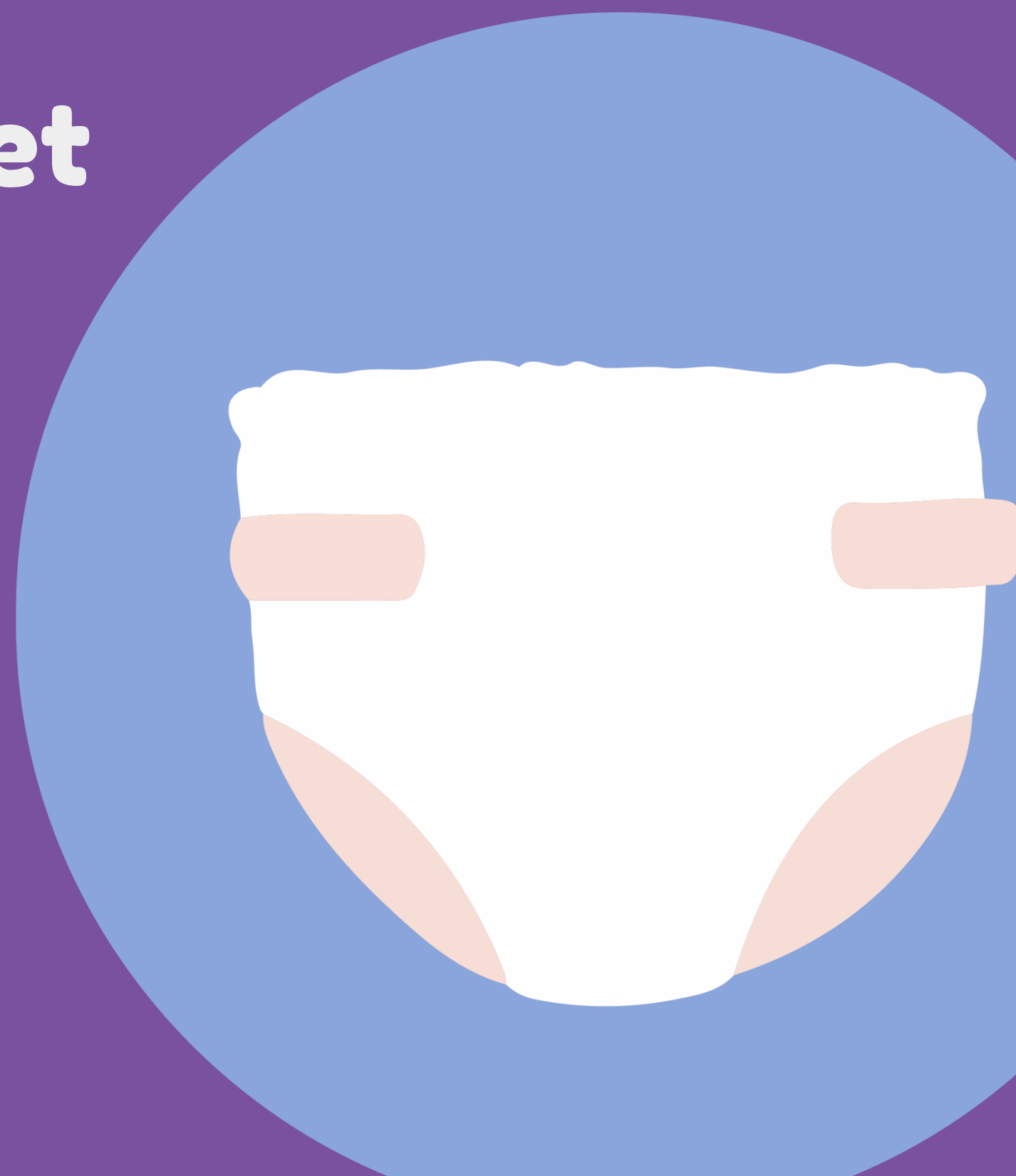
We hope you enjoy coordinating this drive and will let us know how it goes!

Sincerely,
St. Louis Area Diaper Bank

thank you!

This Toolkit Includes:

- **Diaper Need Fact Sheet**
- **Diaper Drive Tips**
- **Supply Checklist**
- **Social Media Tips**
- **Social Media Samples**
- **Product Collection Form**
- **Product Goal Sheet**
- **Drive Flyers**





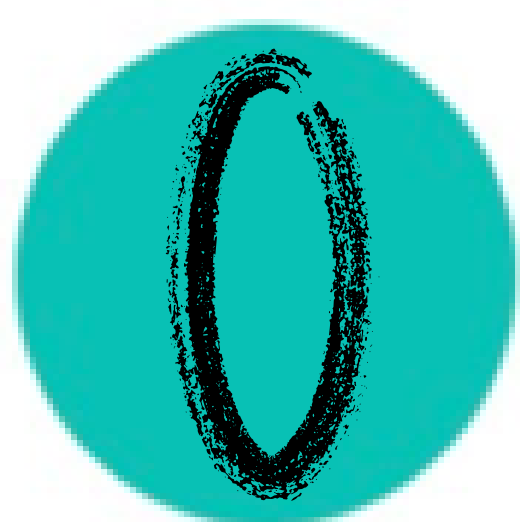
\$15,080

Annual income of a single mom working full time at a minimum wage job



\$1000

Average annual cost of diapering one child



ZERO

Number of social safety net programs that offer assistance to purchase diapers

WHAT IS A

diaper bank?

The St. Louis Area Diaper Bank is an organization that seeks to help streamline the collection and distribution of diapers to low-income families in the St. Louis region. With diapers and financial donations collected from the community, the Diaper Bank will partner with existing service organizations to serve families who are most in need of diapers to keep their little ones clean and dry, healthy and happy.

WHAT IS OUR

mission?

The St. Louis Area Diaper Bank exists to help strengthen low-income families in the St. Louis region by ensuring access to an adequate supply of diapers and by raising awareness about the causes and consequences of diaper need in our community.

WHAT IS

diaper need?

Diaper need is the lack of a sufficient amount of diapers to keep a baby clean, dry, and healthy. Babies require up to 12 diapers a day, toddlers about eight. A recent study conducted by the National Diaper Bank Network and Huggies found that parents who struggled with diaper need missed an average of four days of work a month.

Diaper Need Factsheet

- 70% of moms who get Diaper Bank diapers report leaving their child in soiled diapers longer than they want to in order to make a small diaper supply last longer.
- **Some parents without enough diapers report limiting their child's liquid intake to make diapers last longer.**
- Moms who don't have enough diapers are 3x more likely to suffer from depression and anxiety.
- **Children's brains build the foundation for attachment, trust, and emotional maturity at just a few weeks old – when children suffer the stress of being left in a dirty diaper their brains can actually change permanently.**
- You can't buy diapers with food stamps or get them through WIC
- **22% of all children under five years old in the US live in poverty and 40% of children under five in St. Louis city live in poverty.**
- If a family can't afford diapers, a baby may spend extended periods of time in the same soiled diaper.
- **Diapers can cost an average of \$75-\$100 per month and that accounts for nearly 10% of the yearly income of a person living at the poverty line.**



WAYS TO HELP

SUPPORT by making a donation. All proceeds go towards our mission to help meet the basic needs of all babies and their families. Visit stldiaperbank.org/donate

VOLUNTEER in our warehouse by sorting, counting and wrapping diapers; join our Ambassador Program; or special events committee.

HOST your own physical or virtual diaper drive. Sign up and download our free diaper drive toolkit on stldiaperbank.org/give-diapers

Advocate

CONTACT YOUR LEGISLATOR

Contacting your state legislators is an essential and effective way to be an advocate for menstrual equity in Missouri. Through either a phone call or email, tell your legislator that all menstruators in Missouri should have access to an adequate supply of period products required for their health.

FIND YOUR LEGISLATOR

Use [Find Your Legislator](#) to identify your state senator and state representative.

2. Click the name of your legislator, which will direct you to their website
3. Click Contact
4. Be prepared to speak with a legislative staff member

Email

Email Outline Example

Hello (Legislator's Name),

My name is (your name) and I am a resident of (district/ town). I am writing to urge you to support (bill and/or issue).

This (bill and/or issue) is important because _____

Personal Story

I have been (personal story/ impact story/ expertise around the issue)

I urge you to support (bill and/or issue) because _____

Thank you for your time,
(Your Name)

Example Call Script

Hello! My name is (your name) and I am a resident of (district/town). I am call you to support (bill and/or issue) because

Personal Story

I have (personal story, impact story, expertise) _____

I urge you to support (bill and/or issue) because _____

Thank you for your time,
(Your Name)

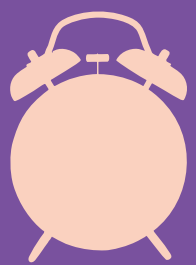
Call

Host a Drive

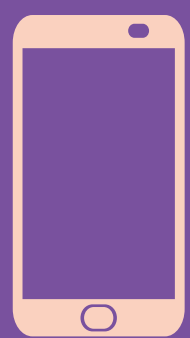
share your plans with us:



- ask what items are most needed
- choose your location



- decide on the time frame
- submit a drive form on



- stldiaperbank.org/give-diapers
- get the word out

- pick a central and convenient location
- download our drop box flyer
- plan for a week or a month
- can you tie your drive to a holiday or community tradition?
- announce on social media, press releases, local media, or through our flyers
- talk about it with your family and friends
- combine it with bake sale or collect loose change and use the money to buy diapers
- ask families to donate their little ones' outgrown diapers
- host a “Bring your Left Over Gift Certificates” party – ask friends to bring gift cards and use them to buy diapers.

tips

Host a Virtual Drive

A VIRTUAL DIAPER DRIVE IS A SIMPLE AND EFFECTIVE OPTION FOR PEOPLE WHO ARE UNABLE TO MEET/GIVE IN-PERSON.



Create an Amazon Charity Wish List that is specific for your drive. This list will allow people to purchase diapers to support your drive, but will allow them the option of mailing them directly to warehouse (minimizing face-to-face interaction).

Spread the Word! Once the link for your Virtual Drive has been created, announce your diaper drive on your social media platforms, by emails, flyers in the community, etc.

Update! - Check on your diaper drive regularly. You can visit the Wish List online to see how many items have been purchased. Be active and engage with your followers before, during, and after the drive to let them know how it is going.

social MEDIA

TIPS & TRICKS



@stldiaperbank

update your story and tag us!
take all the pics!

Utilize the location tagging tool to share your collection sites.

Use relevant hashtags including:

#DiaperNeed #STLDiaperBank



@stldiaperbank

#diaperneed

live tweet your diaper count!

Share a link to your Facebook event where followers can learn more about your drive and about diaper need



@St. Louis Area Diaper Bank

create a sharable profile picture frame

Share your story (give details about your drive, including your 'why')

thank donors with shout outs

upload plenty of photos & use our hashatgs

social MEDIA

SAMPLE POSTS

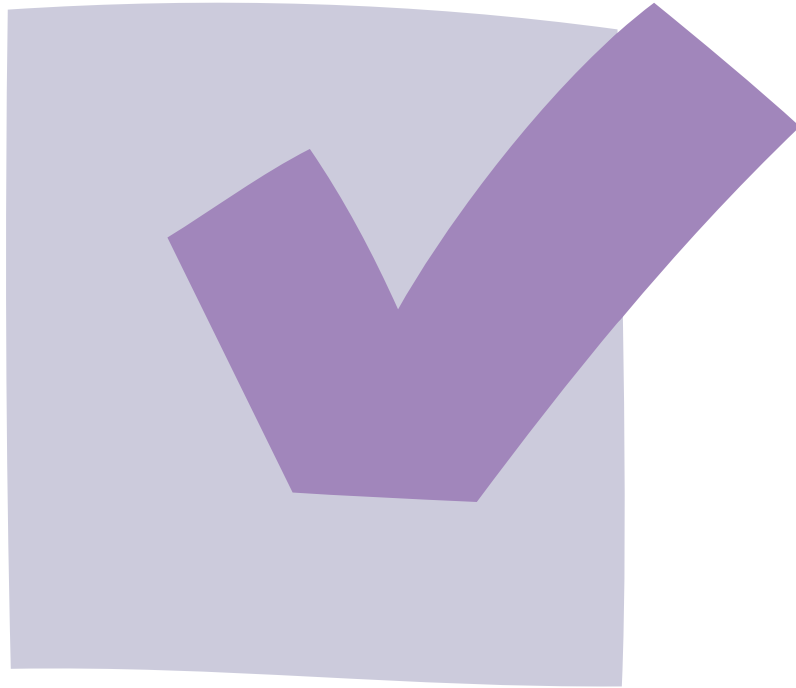
Some post ideas for any social media (tip: use your great photos!)

- **You can't buy diapers with food stamps or get them through WIC. Please consider donating to my diaper drive and end #diaperneed**
- **5M babies and toddlers in the US live in poverty and 40% of children under five in St. Louis city live in poverty. Help me reach my goal and fight to end #diaperneed**
- **If a family can't afford diapers, a baby may spend extended periods of time in the same soiled diaper. Help me make a difference in a families life today and donate to my diaper drive.**
- **#DiaperNeed fact: diapers can cost an average of \$75-\$85 per month and that accounts for nearly 10% of the yearly income of a person living at the poverty line.**
- **Babies need an average of 6-10 diapers a day to stay clean, healthy and happy. That is a total of up to 3,650 diapers a year for one child!**

Follow the St. Louis Area Diaper Bank on social media



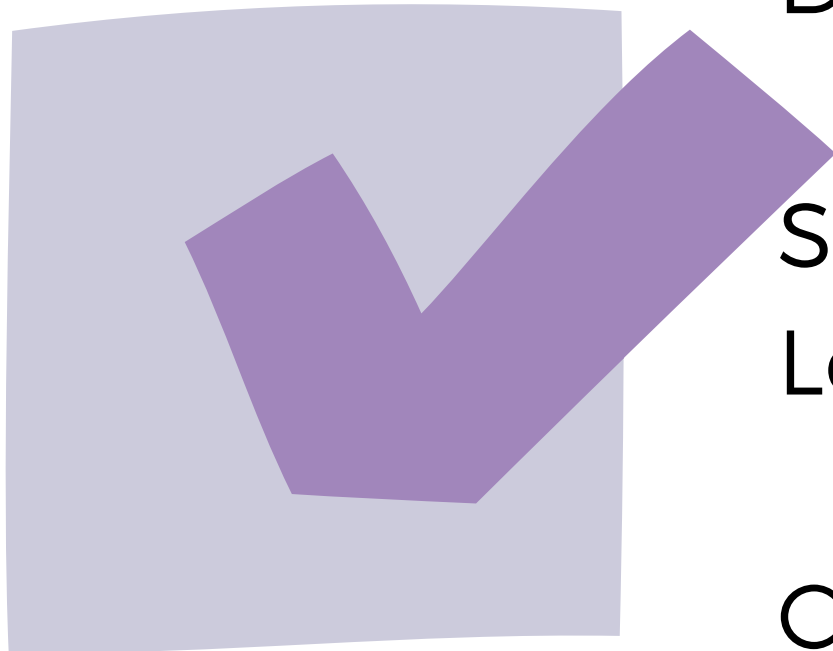
Diaper Drive Checklist



Set your goals: how many products or dollars do you want to raise to #EndDiaperPoverty

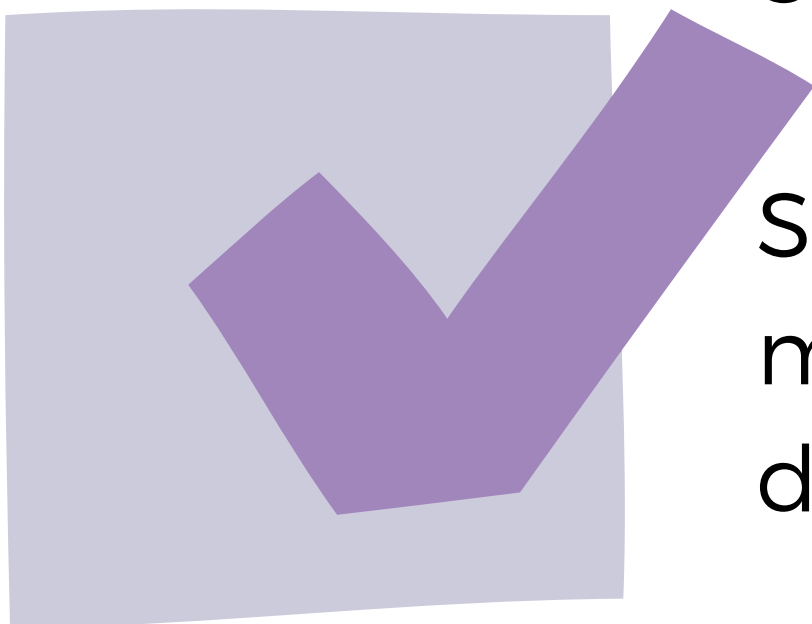
Select a start and end date for your drive

Decide on your theme

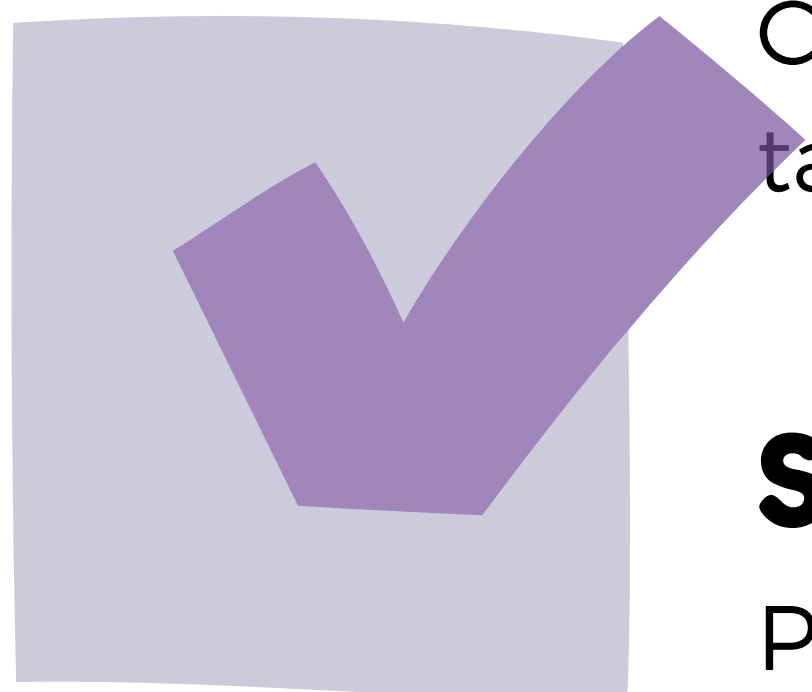


Submit an online request for a diaper drive on St. Louis Area Diaper Bank's website

Coordinate with the St. Louis Area Diaper Bank Supplies regarding need, transportation, and signs



Spread the word: use your network, your social media, and your community. Be active before, during, and after your drive



Collect and deliver your products. Don't forget to take pictures!

Share your results!

Post pictures on social media and don't forget to thank all your support!

THANK YOU FOR HELPING KEEP BABIES CLEAN, DRY, AND HEALTHY!

DONATE DIAPERS HERE



The St. Louis Area Diaper Bank exists to help strengthen low-income families in the St. Louis region by ensuring access to an adequate supply of diapers and by raising awareness about the causes and consequences of diaper need in our community.



**THE BOADWAY OYSTER BAR & THE ST LOUIS AREA DIAPER BANK
PARTNERING TO SUPPORT THE AFGHAN REFUGEES.**

DONATIONS OF DIAPERS AND PERIOD SUPPLIES

**DONATE
SUPPLIES
HERE**

Learn more and donate at stlidiaperbank.org

GOAL:



DIAPERS



1 IN 3 FAMILIES
STRUGGLE WITH
#DIAPERNEED

To learn more and donate, visit stldiaperbank.org



DIAPER DRIVE

THE BOADWAY OYSTER BAR AND THE ST LOUIS AREA
DIAPER BANK. PARTNER TO SUPPORT THE NEEDS OF THE
AFGHAN REFUGEES

DONATIONS OF DIAPERS AND PERIOD SUPPLIES

DATES:

LOCATION:

HOST:

TO LEARN MORE & DONATE ONLINE, VISIT STLDIAPERBANK.ORG

PRODUCT COLLECTION FORM

STYLE

QUANTITY

preemie

newborn

size 1

size 2

size 3

size 4

size 5

size 6

pull ups

wipes

misc.

financial contributions

NAME

ORGANIZATION

EMAIL

DATES OF DRIVE

ADDRESS

