



HOST A DIAPER DRIVE



How to Host a Successful Diaper Drive

Thank you for agreeing to host a diaper drive! Diaper drives like yours are one of the primary ways that Jake's Network of Hope collects diapers, wipes, and money to help low-income families keep their little ones clean and healthy.

Jake's Network of Hope envisions a world where every individual feels worthy, with a mission to distribute hygiene products and essential daily living items to people of all ages. Through a network of partners, we work together to meet various human needs: basic, emotional, social, and educational. Our work provides people with a step towards living healthy, feeling safe, and experiencing self-worth so that individuals and communities thrive.

We have compiled a list of suggestions based on our experience helping many groups like yours host successful diaper drives.

1. **Pick the right place for your collection site.** Where you gather diapers during your diaper drive can make a huge difference in the drive's success. Make sure you collect diapers in a place that is:
 - Out in the open – think corner of the room instead of a closet
 - Easy to access – make sure everyone can easily get to the spot where you're collecting diapers
2. **Check out our Diaper Drive Tool Kit.** This kit includes flyers, collection signs, tax receipts and email templates. It's a great place to start when you need to let people know about your diaper drive.
3. **Let people know about the diaper drive early.** Don't wait until the first day of your diaper drive to start telling people when it'll be happening. Feel free to use this schedule:



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- **Two weeks before your diaper drive** – Casually mention the upcoming diaper drive to your closest colleagues or friends in the group that will be hosting the drive.
 - **One week prior to your diaper drive** – Put up the Diaper Drive Sign (found in the Diaper Drive Toolkit) in common areas where people can see it.
 - **Wednesday or Thursday the week before your diaper drive** – Send email 1 from the Diaper Drive Email Templates, post to social media
 - **Day one of your diaper drive** – Send email 2, post to social media
 - **Midway through your diaper drive** – Send email 3, post to social media
 - **Final day of your diaper drive** – Send email 4, post to social media
4. **Let everyone know about the diaper drive's success.** After your diaper drive is over, be sure to communicate the outcomes of your drive with those that donated and to your followers. We will give you a final tally of diapers, wipes and financial donations. It's a great idea to let people know these results!