




















Opportunities to help *The Midland Community Diaper Bank...*












GET INVOLVED BY HAVING A DIAPER DRIVE

-  Get your place of work involved.
-  Get your faith based organization involved.
-  Get your school involved.
-  Get your club involved.
-  Get your neighborhood involved.
-  Get your civic group involved.
-  Get a nonprofit involved.
-  Get your friends and family involved (throw a party).
-  In lieu of gifts or favors for weddings, birthdays, and baby showers, ask for diapers for the Diaper Bank.

GAIN SUPPORT FOR YOUR DRIVE AND INVOLVE LOTS OF PEOPLE

-  Plan a kick-off event to show off your collection area and to explain the need.
-  Teams and committees have more fun, and it will be helpful if you have someone to toss ideas around with. Ask for help.
-  Offer your team members incentives for helping with the drive.
-  Invite the Diaper Bank to come and talk to your team/group about the need and how your drive will impact the community.
-  Provide diaper discount coupons to everyone (available online regularly).
-  Encourage participation by including a “diaper drive” flier with their paycheck.
-  Send out local sale notices for diapers.
-  Break out your email contacts, Facebook contacts, Twitter contacts and let everyone know you are hosting a diaper drive. Then, ask them to forward to their friends, and so on.

SET GOALS FOR YOUR DRIVE

-  Create a chart, or “thermometer” to track your progress.
-  Sponsor a child’s diapers for a week, month or year. (approx. \$25.00/week)
-  Adopt a specific agency who is receiving diapers from the Diaper Bank and set a goal to provide all their diapers for the year.
-  Set a *per employee/person goal* of 100 diapers (a one week supply for infants).
-  Set a goal to stuff the office or a company vehicle.
-  Stuff the boss’s office so they can’t even get through the door.
-  Build a structure using your collected packages: a house, a car, a baby buggy, a wall, or the “leaning tower of Pi-pee.”
-  Create multi-day-donation goals, such as awarding individuals that give 1 package of diapers every day.
-  Set a poundage goal.
-  Run a year long drive where everyone is asked to bring diapers to a monthly meeting, and discuss how much people paid for their donation.
-  Host a kick-off event to advertise your drive and your goals.

SHARE INFORMATION ABOUT THE DIAPER BANK AND THE DIAPER NEED

- 📧 Email daily facts about the Diaper Bank.
- 📧 Post Diaper Bank facts around your office including the break room, bathrooms, and inside company vehicles.

PROVIDE INTERNAL INCENTIVES

- 📧 Department, group and team competitions. Maybe a pizza party for the winner.
- 📧 Give the winners an extra dress-down day.
- 📧 Let the losing team coordinate next year's drive.
- 📧 The team that brings in the most size ___ diapers wins a secret prize.
- 📧 Give out trophies.
- 📧 Buy prizes for winners.
- 📧 Offer float days or early out days to winning team members.
- 📧 Offer a "boss" for the day for the individual that brings the most diapers.
- 📧 Offer free incentives, like free entrance, or free memberships.
- 📧 Provide 'discounts for diapers.' (Example: a pizza company could offer a \$1 discount to anyone who brings in a package of diapers.)








SET A THEME AND CREATE A DIAPER COLLECTION AREA

- 📧 Use a creative theme like "Diaper Safari- hunting for diapers" and use jungle decorations.
- 📧 Use a creative theme like "Diaper's Rock and Roll" and use 50s sock hop decorations.
- 📧 Use a creative theme like "Disco for Diapers" and use 70s disco decorations.
- 📧 Use a creative theme like "Diaper Roundup" and use western decorations.
- 📧 Use a creative theme like "Big Hair for Diapers" and use 80s disco decorations.
- 📧 Use a creative theme like "Diaper Luau" and use luau decorations.
- 📧 Use a creative theme like "Winter Diaperland" and use holiday decorations.
- 📧 Use a creative theme like "New Year's Baby" and use New Year decorations.
- 📧 Use collected diapers for events (in the package) like a diaper maze.
- 📧 Use a playpen to collect diapers. (Diaper Bank will provide)
- 📧 Use a classic theme to include baby shower decorations.
- 📧 Wrap collection boxes in themed wrapping paper.
- 📧 Use "directional" decorations that lead people to your collection area. Think inside and outside of the office.
- 📧 Decorate a company vehicle as the collection area with a "stuff the truck" theme.






INVOLVE YOUR COMPETITION OR PARTNERS

- 📧 Challenge your business competition to a diaper drive competition.
- 📧 Challenge neighboring businesses/nonprofits or other groups to a competition.
- 📧 Build collective goals for a larger drive.
- 📧 Host challenge events where you update your clients and the public on your drive competition.







ADVERTISE YOUR DRIVE

-  Advertise in your newsletter.
-  Send fliers home as paycheck stuffers.
-  Place fliers around your building.
-  Add a reminder about your drive to your email signature.
-  Put it on your letterhead for one month every year (this way you can make an annual commitment).
-  Put a “yard sign” out in front of your business or home.
-  Create a social media site for your drive like Facebook or Blogspot and link to your website.





SHARE YOUR PROGRESS

-  Take pictures of your collection area and post them around the office to show off your progress.
-  Have team members do a daily count and announce over your intercom system or e-mail your progress.
-  Use a “thermometer” poster to track your progress and post in a prominent area.
-  Add a “diaper drive” section to your website where you track your progress.
-  Update your social media sites with your progress.

ENCOURAGE FINANCIAL CONTRIBUTIONS DURING YOUR DIAPER DRIVE

-  Have your company make a donation for each new account opened during the drive, or for each unit of sales, etc.
-  Have your company match employee donations. We can easily estimate the dollar value of the diapers your company collects. If your company wishes to do a corporate match, we are happy to buy the diapers for you!
-  Place a cash/change contribution jar in the break room. Coins add up fast and each 30 cents buys 2 diapers.
-  At every meeting you host during the month of your drive ask attendees to empty their spare change.
-  Anyone who shows up late to work during the month of your drive makes a financial contribution of \$1 per minute late.
-  Pass out donation envelopes (available at Diaper Bank) to all involved.

SPECIFIC IDEAS FOR SPECIFIC AGENCIES

-  Elder Care facilities and lawyers- provide a flier of information about the Diaper Bank and drop off locations to families having recently lost a loved one, so that they may donate incontinence supplies.
-  Grocery Stores- Ask customers to donate \$1 and have their name printed on a package of diapers card.
-  Bookstores- Create bookmarks given out with purchases to advertise your drive to distribute to your constituents.
-  Bloggers- Host an online diaper drive using the Target (store) Midland Community Diaper Bank Wish List.

- 📦 Host a Virtual Drive, and use the Diaper Bank website for monetary donations and Target Midland Community Diaper Bank website for diaper donations. They will be shipped straight to the diaper bank, usually with free shipping.

AFTER THE 'DRIVE'

- 📦 Send thank you notes to all of those that participated.
- 📦 Award special contributors.
- 📦 Thank your team for helping conduct the drive.
- 📦 Schedule your next drive with the Diaper Bank.
- 📦 Count the diapers and advertise your results to everyone!
- 📦 Arrange to drop off your diapers at the Diaper Bank.

CREATE A LASTING RELATIONSHIP WITH THE DIAPER BANK

- 📦 Fill out and submit the Diaper Drive Evaluation Form
- 📦 Provide a list of drive winners and their contact information to the Diaper Bank; individuals will be added to email newsletters.
- 📦 Adopt the Diaper Bank as your "Charity of Choice." It will make your next drive more successful if everyone is "all in."
- 📦 Loan the Diaper Bank your skills. Volunteers are welcome.






TEACHERS, ADMINISTRATORS, PARENTS, CHILD-CARE PROVIDERS, SCOUTS LEADERS:

- 📦 Competition! This is a great way for classes, grades, teachers & students, departments, to compete for Most Diapers Collected.
- 📦 Teachers: this is a great idea for Service Learning credit! This is also a great opportunity to incorporate real-life, real-time lessons about poverty and driving home the concept that everything we do impacts other people in our communities.
- 📦 Parents: kids learn how to organize themselves and others; they figure out logistics; they set goals and then learn how to negotiate getting rides, making pick-ups and deliveries and maybe even getting local businesses to give discounts and donations.
- 📦 Winners can have a party or be recognized at regular school awards ceremonies.

COMPANIES, VOLUNTEERS, CHURCHES, COMMUNITY GROUPS, PLAYGROUPS:

- 📦 Competition! Departments, neighborhoods, managers & employees compete for Most Diapers Collected.
- 📦 Your company might match donations or provide incentives for donating such as free trial memberships, gift cards for donors, or a discount coupon on the day of donation.
- 📦 If you have a kick-off event, get a local restaurant to donate snacks in return for the cross promotion of their business.
- 📦 Use your newsletter and bulletin board to get the word out.
- 📦 Ask businesses in your community to keep donation drive flyers in a conspicuous area.

MORE CREATIVE IDEAS FOR EVERYONE:

-  **Host a bake sale.** This is a great idea to involve lots of people for little cost with a great payoff. Use the money to buy diapers!
-  **Collect loose change.** At work you can do this over a period of time. Community groups might choose one month to dedicate to this.
-  **Ask people to go shopping in their own closets.** Maybe kids have outgrown a diaper size? Organizations will take individual diapers from an opened package.
-  **Parties:** lots of people are coming together already, why not ask everyone to bring diapers? This is a great idea for baby showers, bridal showers, and kids' birthday parties.
-  **Special Events:** Get the organizer to cross-promote your diaper drive. Maybe attendees can receive a discount on the entrance fee (or a free drink!) if they bring diapers.