DONATION DRIVE TOOLKIT: DAKOTA DIAPER PANTRY

Plan
Collect
Give
DAKOTA DIAPER PANTRY STORY

A LITTLE BIT ABOUT US

Founded in 2020 by Project BEE and based in Minot, North Dakota, the Dakota Diaper Pantry works to eliminate diaper need in Western North Dakota. By bridging the gap for families, we promote dignity and help to empower them to pursue their ambitions.

Diapers are something that every parent needs. Without them, parents cannot leave their child at daycare, rashes and infections will develop, babies will be fussy, and caregiver stress will skyrocket. The Dakota Diaper Pantry is the only National Diaper Bank Network member in Western North Dakota, and gives eligible families a helping hand during one of the most overwhelming times in parenting. We proudly serve service members and veterans, low-income, foster, refugees, disaster relief, furloughed, and special needs families by providing them with a supplemental supply of diapers and wipes, or a cloth diaper loan if they wish.

GET IN TOUCH WITH US

- Phone: (701) 838-1812
- Email: alyson@projectbeend.org
- Website: projectbeend.org/dakota-diaper-pantry
- Social Media: facebook.com/projectbeend
- Instagram: @projectbeend
- Address: 400 E Central Ave. STE 302 Minot, ND, 58701
Dear Diaper Drive Champion,

Words cannot express how grateful Western North Dakota's babies and the Dakota Diaper Pantry are for your commitment. Your contribution of time and effort will not go unnoticed for our families who experience diaper need. One diaper may not last long, but yet each diaper has a lasting impact on the families in need that we serve. From each of us at Project BEE, thank you for your hard work.

Elizabeth Larsen
Executive Director

A special thank you to the National Diaper Bank Network for their support in all things diaper banking and for providing the amazing template and so much content for this document!
THIS TOOLKIT INCLUDES:

- Diaper Drive Ideas
- Social Media Tips
- Social Media Samples
- Diaper Drive Checklist
- Diaper Collection Form
- Diaper Drive Goal Sheet
- Fact Sheet Handouts
- Diaper Drive Flyers and Signs
- Social Media Graphics
- Links to Online Content
- General Project Bee Contact Info
HOW TO HOST A DRIVE

SHARE YOUR PLANS WITH US

We encourage you to contact us if you are hosting a diaper drive. We can help kick-off your diaper drive, brainstorm ways to make it super successful, and promote your efforts in the community. Just send an email to our staff at hello@projectbeend.org

CHOOSE YOUR LOCATION(S)

Pick a place that is centrally located - a library, school, or local business. Selecting a location that is easily accessible will generate greater participation. Utilizing multiple locations can also be helpful to reach more of the community. Label collection bins, and download our drop box flyer!

DECIDE ON A TIME FRAME

Plan to host your diaper drive for at least a week or longer so people have enough time to donate. Does it make sense to tie your drive to a holiday, or community tradition? Perhaps you can partner with an already planned event! FYI: Diaper Need Awareness Week takes place at the end of every September

GET THE WORD OUT

Announce your diaper drive through social media, press releases to local media and post notices (like our flyers and fact sheets included in this kit) near the locations to donate! One of the best ways to advertise is word of mouth so be sure to talk about the drive to anyone and everyone you know.
DIAPER DRIVE IDEAS

LOCATION
- Schools
- Places of worship
- Community Centers
- Offices
- Libraries
- Coffee shops
- Car dealerships
- Gyms
- Grocery stores
- Fire stations

Hosting a drive with a few friends, coworkers, or family members can really help spread the word and minimize the workload by sharing it among a few people. Grab a helpful hand or two and get started!

THEMES
Picking a theme can make your diaper drive stand out! Themes can be simple as “Moms Helping Moms”, Stuff a Bus, or more creative like a themed dinner dance for diapers!

PARTY IT UP
If you’re planning a party, ask guests to bring a pack of diapers as their admission!
- Baby shower
- Block party
- Birthday party
- Cocktail party
- Game night
- Movie night

MAKE IT A COMPETITION
Have a competition and offer small prizes or recognition for the team, class or office that brings in the most diapers! Friendly competition can help spread the word and increase turnout.

PASS THE TORCH
Be sure to promote your results to all those who participated and others as well. Use terms like “this time we collected” or “this time we raised...” so people understand there is an ongoing need. Offer support to those who want to host a diaper drive of their own!
PROMOTION: SOCIAL MEDIA TIPS

CREATE BUZZ:
Social media is a highly effective tool to reach a large amount of people in very little time. Take advantage of your online presence and notify as many people as possible to participate in your diaper drive. (Make sure your volunteers are doing the same!)

FACEBOOK
- Create a Facebook "Event" and invite all your friends. This is a great way to keep track of interest and to post updates on your collection status. Be sure to share the event with Dakota Diaper Pantry, as well!
- Share your story (create posts with all the diaper drive details or even film a Facebook Live)
- Create a shareable profile picture frame
- Thank donors by giving them a shout out and tagging them in your posts
- Upload plenty of photos and use the universal hashtag #DiaperNeed in your posts
- Share Project BEE posts to your followers
- Tag and mention Dakota Diaper Pantry too!

INSTAGRAM
- Share pictures of your diaper drive flyer, donations, EVERYTHING!
- Utilize the location tagging tool to share your collection sites
- Tag Project BEE (@projectbeend) and anyone else you want involved
- Remember to hashtag #DiaperNeed and any other relevant hashtags that may draw interest to your posts

EMAIL
Include details about your diaper drive (location, dates, times, needs etc.) in emails or newsletters sent to customers or email subscribers! Plus explain the purpose behind the event and who will benefit!
SOCIAL MEDIA SAMPLES

Leading Facts & Statements

- I believe all babies deserve clean diapers. Please show support by donating to my diaper drive! (insert graphic with details on diaper drive)
- Did you know 1 in 3 families struggles with #diaperneed? Please donate to my diaper drive to help change that.
- Small things impact big things. That is why I’m holding a diaper drive on behalf of @projectbeend. Please consider giving today (add time + location details)
- Diaper need is a hidden consequence of poverty. Help me reach my goal today and donate to my diaper drive! Every diaper counts.
- Help make a difference in a family's life today. Donate to my diaper drive that will be taking place in (location)
- #DiaperNeed Fact: Without a supply of diapers, babies cannot participate in early childhood education. Please consider donating to my diaper drive!
- Babies require up to 12 diapers per day, at a cost $70-$80 per month per baby – a cost many families cannot afford. #DiaperNeed (insert diaper drive flyer)

Helpful Hint:
Encourage your followers to share your posts to reach and even bigger audience!

Follow us on social media for more useful content!

Facebook Project BEE Instagram @projectbeend
DIAPER DRIVE CHECKLIST

FOLLOW AND MARK THIS 11 POINT CHECKLIST TO ENSURE YOU HAVE A SUCCESSFUL DIAPER DRIVE.
#DIAPERON!

- Partner with Dakota Diaper Pantry
  First visit www.projectbeend.org/dakota-diaper-pantry/ to find more information about our organization and diaper need.

- Recruit Volunteers
  Ask friends, family, colleagues, or neighbors to help out!

- Set Your Goals
  How many donations would you like to raise? Ask us what sizes we need most. Develop a way to track your progress. (Use our goal chart!)

- Spread The Word
  Announce your diaper drive via social media, emails, local news outlets, and notices throughout your community. Distribute the diaper need fact sheets in this toolkit. Be active before AND during the drive!

- Collect and Deliver
  Rally the volunteers and deliver your donated diapers to your partner organization. Don’t forget to take photos— you’ll need them later!

- Select a Start and End Date
  Typically, diaper drives run for one week to a month.

- Choose your Location(s)
  Pick one or more locations that are centrally located and willing to help, like a local business, bank, library, etc. Be sure to label your collection bin (flyer included in this toolkit).

- Decide on a Theme
  Whether it’s a Stuff a Bus, a themed party, or a simple diaper drive in your office, choose what works for you!

- Set Up Transportation
  Depending on how many diapers are donated, consider what type of vehicle you will need to transport them to our facility.

- Coordinate & Deliver
  Contact our staff and coordinate a time to drop off all the diapers you collected. Bring a few people who participated to help unload! alyson@projectbeend.org

- Share your Results
  Post pictures on social media and let everyone know (including Project BEE) your results! Don’t forget to thank donors and volunteers too!
DIAPER COLLECTION FORM

Use this form to track the amount and sizes of diapers you collect. Be sure to provide this information to us after your drive is done!

Your group/organization/name:
Phone number:
Email:
Date:

<table>
<thead>
<tr>
<th>Size</th>
<th>Number of Diapers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newborn</td>
<td></td>
</tr>
<tr>
<td>Size 1</td>
<td></td>
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<tr>
<td>Size 2</td>
<td></td>
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<tr>
<td>Size 3</td>
<td></td>
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<td>Size 4</td>
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<td>Size 5</td>
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<tr>
<td>Size 6</td>
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<tr>
<td>Pullups 2T/3T</td>
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</tr>
<tr>
<td>Pullups 3T/4T</td>
<td></td>
</tr>
<tr>
<td>Pullups 4T/5T</td>
<td></td>
</tr>
<tr>
<td>Wipes</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
</tr>
</tbody>
</table>

Total Donations
Number of diapers:
Number of wipes:
Financial contributions:
DIAPER DRIVE
GOAL SHEET

1 in 3 families struggle with #DiaperNeed.
Help a family today and donate a pack of diapers to Dakota Diaper Pantry!

OUR GOAL:

DIAPERS
Dakota Diaper Pantry General Info
Address: 400 E Central Ave STE 302. Minot, ND, 58701
Phone: 701-838-1812
Tax ID: 45-0227018
Need to coordinate a post-drive diaper drop-off? Have questions about your drive? Want someone from DDP to come speak at your group or company to help kick off your drive? Contact our staff: alyson@projectbeend.org
DROP DIAPERS HERE
Diaper/Baby Items Drive

All funds and diapers donated in this event will benefit Dakota Diaper Pantry

Date(s):

Location(s):

Hosted By: