



# DIAPER DRIVE TOOLKIT

DAKOTA DIAPER PANTRY

**Plan**  
a successful diaper drive

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**Collect**  
your donated products

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**Give**  
to DDP

[HTTPS://PROJECTBEEND.ORG/DAKOTA-DIAPER-  
PANTRY/](https://projectbeend.org/dakota-diaper-pantry/)

[ALYSON@PROJECTBEEND.ORG](mailto:ALYSON@PROJECTBEEND.ORG)

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# 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 sky rocket. 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: [hello@projectbeend.org](mailto:hello@projectbeend.org)
  - Website: [projectbeend.org/dakota-diaper-pantry](https://projectbeend.org/dakota-diaper-pantry)
  - Social Media: [facebook.com/projectbeend](https://facebook.com/projectbeend)
  - Instagram: [@projectbeend](https://www.instagram.com/projectbeend)
  - Address: 1901 S Broadway Ave. Minot, ND, 58701
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# A NOTE FROM LIZ

DAKOTA DIAPER PANTRY

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!



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# 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



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# HOSTING 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](mailto:hello@projectbeend.org)

## 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

## CHOOSE YOUR LOCATION(S)



Pick a place that is centrally located. A library, school, or local business – gain the support of the community by making it convenient to donate! Selecting a location that is easily accessible will generate greater participation. Label collection bins, and download our drop box flyer!

## GET THE WORD OUT



Announce your diaper drive through social media, press releases to local media and post notices (like our fact sheets and flyers we included) 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.

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# DIAPER DRIVE IDEAS



Hosting a drive with a few friends, coworkers, or family members can really help spread the word and minimize the work load 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!

## LOCATION

Be creative & convenient. There are many ideal locations for a diaper drive.

Some examples are:

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

## 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

Make your diaper drive fun and engaging! 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!

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# SOCIAL MEDIA TIPS

## GET THE WORD OUT

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 DDP, 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
  - Tag and mention Dakota Diaper Pantry too!
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# SOCIAL MEDIA SAMPLES

- 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!



Project BEE



@projectbeend



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# 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/](http://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

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.



## Spread The Word

Contact our staff and coordinate a time to drop off all the diapers you collected. Bring a few people who participated to help unload! [ywcaminotnd@gmail.com](mailto:ywcaminotnd@gmail.com)



## 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!

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# DIAPER COLLECTION FORM

USE THIS FORM TO TRACK  
THE AMOUNT AND SIZES OF  
DIAPERS YOU RAISE. BE SURE  
TO PROVIDE THIS  
INFORMATION TO US AFTER  
YOUR DRIVE IS DONE!

Size	Number of Diapers
Newborn	
Size 1	
Size 2	
Size 3	
Size 4	
Size 5	
Size 6	
Pullups 2T/3T	
Pullups 3T/4T	
Pullups 4T/5T	
Wipes	
Total	

## Total Donations

Number of diapers:

Number of wipes:

Financial contributions:

Your group/organization/name:

Phone number:

Email:

Date:

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# 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**

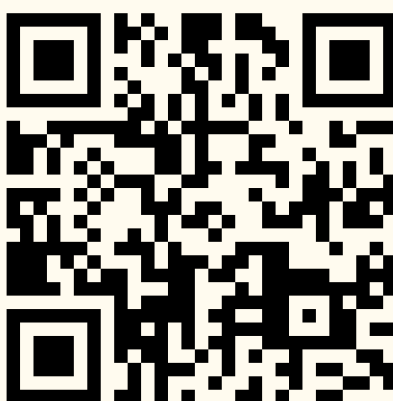
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# LINKS AND CONTACT INFO

Scan this to watch  
the NDBN "How to  
host a diaper  
drive" tutorial  
here!



Connect with us  
on Facebook!



Connect with us  
on Instagram!



Donate Monetarily



Check out our  
Amazon Wishlist



## Dakota Diaper Pantry General Info

**Address:** 1901 S Broadway Ave. Minot, ND, 58701

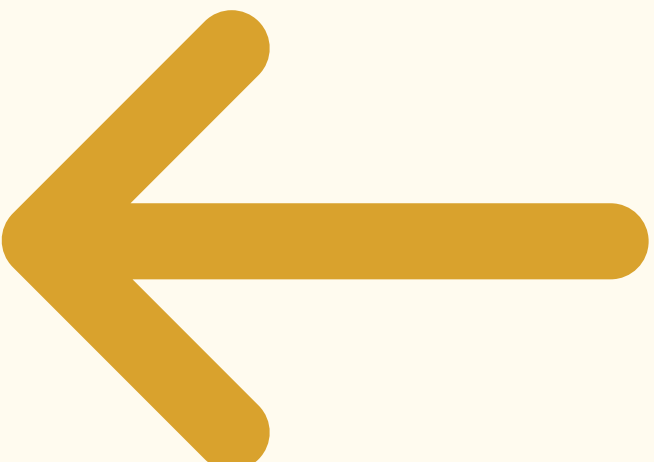
**Phone:** 701-838-1812

**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 [hello@projectbeend.org](mailto:hello@projectbeend.org)

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# DROP DIAPERS HERE





# Diaper Drive

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

Date(s):

Location(s):

Hosted By: