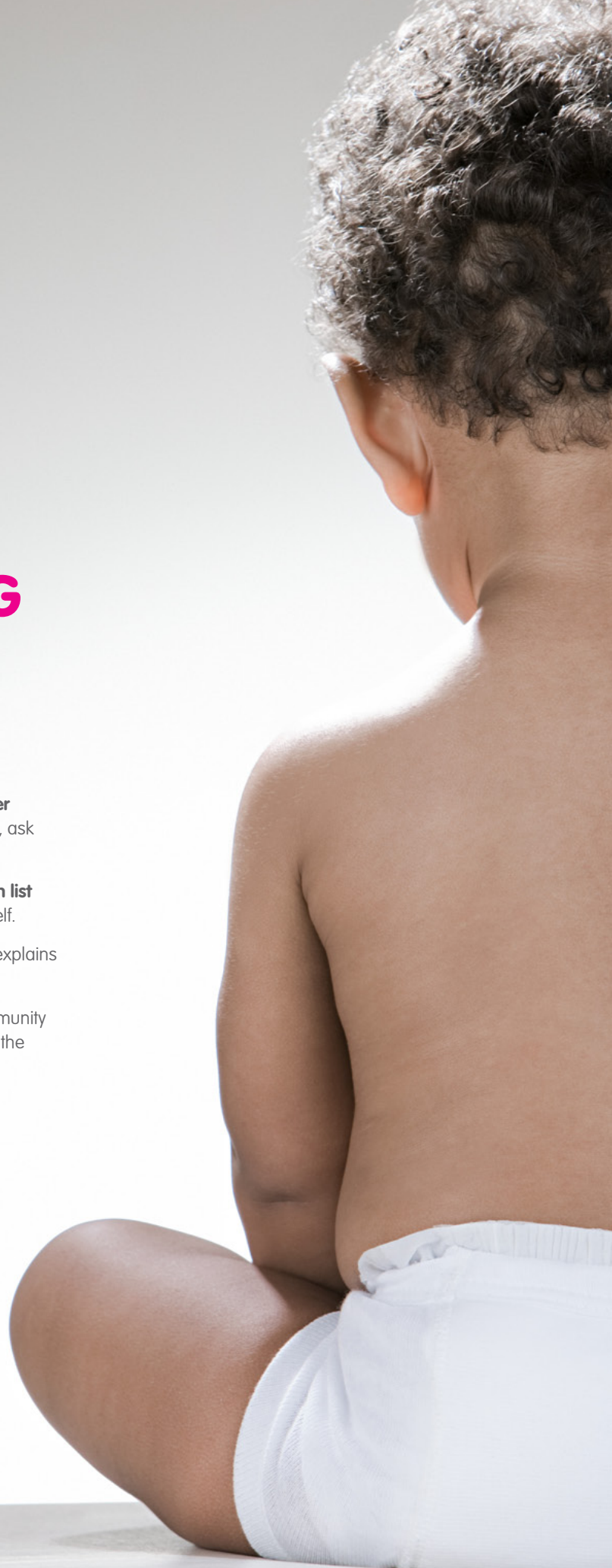


# HOSTING A DRIVE? TRY THESE PLANNING TIPS AND IDEAS.

## HOW TO ENCOURAGE DONATIONS

- **Break out your email address contacts, Facebook friends, Twitter followers**, etc., and let everyone know you're hosting a drive. Then, ask them to let their friends, family and contacts know as appropriate.
- If you're hosting a virtual or online-only drive, **use an Amazon wish list** for diaper purchases or collect money online to buy diapers yourself.
- Make sure your collection bin is colorful, eye-catching and clearly explains the how, when and why of your diaper drive.
- If you're collecting at a specific location (school, work, church, community group), **consider a kickoff event** to show off your bin, and explain the critical need for diapers in your area.





## IDEAS FOR TEACHERS, ADMINISTRATORS, PARENTS, CHILD-CARE PROVIDERS AND SCOUT LEADERS

- **Start a competition.** It's a great way for classes, entire grades, teachers, students and departments to compete for most diapers collected.
- **Teachers,** diaper drive participation is a great way to earn service learning credit. It's also a great chance to incorporate real-life lessons about poverty, the working poor and the concept that everything we do affects other people in our communities.
- **Parents,** a diaper drive helps kids learn how to organize themselves and others; they figure out logistics. They set goals, learn how to negotiate getting rides to make pick-ups and deliveries, and maybe even get local businesses to give discounts and donations.
- Winners can have a party or be recognized at regular school awards ceremonies.

## IDEAS FOR COMPANIES, VOLUNTEERS, CHURCHES, COMMUNITY GROUPS, AND PLAYGROUPS

- **Start a competition** between departments, neighborhoods or managers and employees to compete for most diapers collected.
- Your company **could 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

- **Throw a baby shower** for a homeless baby. Invite the girls over for brunch and ask them to bring diapers. Make it fun with baby shower games.
- **Host a bake sale.** This is a great way to involve lots of people for little cost, with a great pay-off – using the money to buy diapers.
- **Collect loose change in a donation jar.** At work you can do this over a period of time. Community groups might choose one month to dedicate to this. Go to Coinstar and redeem 100 percent of the money for an Amazon.com gift certificate to buy things from wish lists.
- Ask people to go shopping in their own closets. Maybe their kids have outgrown a diaper size and they have some leftover? Organizations accept donations of individual diapers from opened packages.
- **Throw a party.** 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.
- **Get involved in a special event.** 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 donate diapers.
- **Promote your drive with a flyer in goodie bags.**
- **Host a "Bring Your Left Over Gift Cards" party.** Everyone has gift cards with a few dollars on it. Ask friends to bring their gift cards to a party, and you can use them to purchase diapers.
- **Are you an artist or do you know someone who is?** Consider auctioning original photographs or art and use the money to buy diapers.