



Dear Friend of The Junior League of Rochester Diaper Bank,

More than 1 in 3 families in the United States suffers from diaper need and with Rochester's extreme poverty rates, that number may be even higher. Diapering one baby can cost upwards of \$100 per month and with no government assistance available, many families are forced to decide between diapers and other necessities.

Since non-governmental organizations provide 100% of diaper assistance, the Junior League of Rochester Diaper Bank needs your help. On average, the JLR diaper bank distributes more than 20,000 diapers to partner organizations and social workers each month. Unfortunately, this only fills about 65% of our current partner requests. As the only diaper bank in Rochester, we need your assistance to get closer to meeting the need. By hosting a diaper drive, you are helping us get closer to our goal of filling all requests that come in.

Diaper drives can collect disposable and cloth diapers of all sizes, swim diapers, pull-ups, wipes, and creams. The JLR Diaper Bank even accepts loose diapers and opened packages.

We want to make your diaper drive as effortless as possible, so we've enclosed a diaper drive toolkit with flyers, diaper need facts, ideas, and the steps you can take to ensure that your drive is a success. We appreciate your efforts and are here to support you. Please email diaperbank@jlroch.org with any questions that you may have as you get started.

Thank you for your support of The Junior League of Rochester Diaper Bank!

Sincerely,

Megan Black & Erin O'Reilly
Committee Co-Chairs

Junior League of Rochester Diaper Bank

110 Linden Oaks, Suite A, Rochester, NY 14625

diaperbank@jlroch.org

jlroch.org/diaperbank



Hosting a Diaper Drive

You are helping to collect diapers for families in need. Whether you hold your diaper drive at work, school, church, or anywhere else, let these six simple steps guide you. Check out the diaper drive ideas sheet also enclosed for more creative ideas.

1. Contact the Junior League of Rochester Diaper Bank

Before you hold your drive, contact us. We can help answer any of your questions, publicize your drive, provide additional support, and schedule diaper pickup times.

2. Choose a location for drop offs

You want to have a location that is convenient for donations, but also monitored or locked. If you have collection bins, clearly label them, and check them regularly. Good donation locations include an office, classroom, or supervised reception area.

3. Choose a deadline for your diaper drive

The most successful drives last between one and four weeks. This gives people enough time to acquire their donations and deliver them. Consider tying your deadline to a specific event or holiday.

4. Set a goal

Drives tend to be more successful when you provide a goal, such as 1,000 diapers or 100% participation. Then, you can keep people updated on how you are progressing toward your goal and celebrate when it is reached.

5. Get the word out

Let people know that you are not only hosting a drive, but the location, deadline, donation guidelines, and your collection goal. You may post signs, send emails, post on social media, or use any other outlet of your choosing. Be sure to include information diaper need to raise awareness and encourage people to share. In this kit we have enclosed a diaper need flyer, a diaper bank information flyer, as well as some sample copy for social media and email.

6. Collect the diapers

Be sure to label the collection boxes so that they are easily recognized as drop-off locations. When your drive is complete, use the enclosed Diaper Drive Tally Sheet to count what you have collected and contact the JLR diaper bank if you haven't already to schedule time to drop-off your diapers.

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Diaper Drive Tally Sheet

Please complete the following information and submit this form each time you donate to the Junior League of Rochester Diaper Bank. You should also make a copy for your records so that you can keep track of your achievements and goal completion.

Drive Information

Date of Drive	
Name of person organizing the drive	
Name of organization holding drive	
Contact phone	
Contact email	

Number of Diapers Collected

Size: Newborn	
Size: 1	
Size: 2	
Size: 3	
Size: 4	
Size: 5	
Size: 6	
Pull-Ups	
Swim Diapers	
Packages of Wipes (any size)	
Tubes of Diaper Cream	

Return completed form with donation or email to diaperbank@jlroch.org

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Diaper Drive Ideas

Try some of these ideas to increase your Diaper Drive's success and make it fun!

Host Healthy Competition

Competition among friends or colleagues can motivate donors and help spread the word about your drive and the diaper bank.

- Hand out stickers to those that donated.
- Offer incentives, such as discounted event entry or raffle tickets.
- Reward the department, class, or group with the most diapers or highest percentage of participation.
- Set a goal and hold a party or give incentives when the goal is reached.
- Create a sign or online graphic that tracks your progress toward the goal.
- Give a prize for the largest donation
- If you are hosting an event, have a trivia content about diaper need to raise awareness.
- Challenge others to match your donations.

Make it a Party

Hold an event and ask for a pack of diapers in lieu of gifts or as the "admission fee".

- Birthday party
- Baby shower
- Cocktail hour
- Game or movie night
- Work breakfast or luncheon
- Playdate

Extend Your Communications

In addition to posting flyers, emailing, and sharing on social media, here are some ideas to increase awareness.

- Place a diaper drive flyer in employee mailboxes.
- Include a notice in your church flyer or business/school newsletter.
- Put lawn signs in front of collection locations.
- Ask employees or friends to add information about the drive to their email signature.
- Send Thank You notes to everyone who donated. Include information on the collection numbers/impact of your drive.

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Ideas for Reaching Out

The following copy can be used to reach out to friends and family informing them of your diaper drive. This copy is for guidance and can be used as is or edited to your needs. We encourage distribution of the diaper need facts and Diaper Bank flyers.

Sample Social Media Posts

1 in 3 families in the US experience diaper need. Because of this, [Insert Organization Name] is hosting a diaper drive to benefit the Junior League of Rochester Diaper Bank. [Insert your drive information]

Rochester's ONLY diaper bank needs our help! The Junior League of Rochester Diaper Bank is in need of diaper donations to help fulfill their monthly distribution requests. [Insert your drive information]

Did you know, Diapers and wipes are not covered by any form of government assistance? [Insert Organization Name] is hosting a diaper drive to benefit the Junior League of Rochester Diaper Bank. [Insert your drive information]

Every \$10 donated to the JLR diaper bank will buy approximately 75 diapers for a Rochester family in need. For more information on donating, visit jlroch.org/diaperbank.

Sample Email Copy

More than 1 in 3 families in the United States suffers from diaper need and with Rochester's extreme poverty rates, that number may be even higher. Diapering one baby can cost upwards of \$100 per month and with no government assistance available, many families are forced to decide between diapers and other necessities.

Since non-governmental organizations provide 100% of diaper assistance, the Junior League of Rochester Diaper Bank needs our help! On average, the JLR diaper bank distributes more than 10,000 diapers to partner organizations and social workers each month. Unfortunately, this only fills about 50% of their current partner requests. [Insert your organization] is hosting a diaper drive to help collect diapers and raise awareness for the ONLY diaper bank in Rochester.

We are collecting disposable and cloth diapers of all sizes, swim diapers, pull-ups, wipes, and creams. The JLR Diaper Bank even accepts loose diapers and opened packages.

[Insert diaper drive date, location, etc.]

Thank you in advance for your support!

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