



# DIAPER DRIVE TOOLKIT

[www.HopeSupplyCo.org](http://www.HopeSupplyCo.org)  
10480 Shady Trail, Suite 104  
Dallas, TX 75220  
214-630-5765



# DIAPER DRIVE TOOLKIT

## THANK YOU!

Please accept this heartfelt thanks on behalf of Hope Supply Co. for your generous commitment of time and effort to coordinate a diaper drive for families struggling with diaper need.

By hosting this drive, you are helping to ensure homeless and at-risk children stay clean, dry and healthy.

We want your drive to be a success, so we've put together this toolkit with tips and facts to help you recruit and educate your donors.

### **Diaper Drive Toolkit includes:**

- Hope Supply Co. mission and diaper need information
- How to plan for a successful diaper drive
- Promotional Flyer
- Additional ways to support the homeless and at-risk children we serve

We hope you enjoy coordinating the drive and making an impact in our community. Let us know if you have any questions along the way. We could not continue our mission without community support like yours.

Sincerely,

Barbara Johnson  
CEO



# HOPE SUPPLY CO.

BASICS AREN'T JUST BASICS. THEY'RE ESSENTIAL.

## ESSENTIAL NEEDS

**Diaper need** is the lack of a sufficient supply of diapers to keep a baby clean, dry and healthy. Diaper need impacts the physical, mental and economic well-being of children and families.

**1-IN-2 MOTHERS**  
can't afford diapers.

**2,475 CHILDREN** fall asleep **homeless** on any given night in the DFW area.

**1-IN-3 MOTHERS**  
forgo food to buy diapers.

**25% OF PARENTS** with diaper need who rely on child care miss an average of five days of work or school per month due to lack of diapers to send for their children.

## ESSENTIAL HELP

Hope Supply Co. is a 501 (c)(3) nonprofit organization providing critically needed resources to homeless and at-risk infants and toddlers in the DFW area.

Our goal is to ensure every infant has the resources they need to thrive. We are the only organization that exists solely to supplement the inadequate supply of diapers, wipes, hygiene products and other critical items. We distribute primarily through our extensive partner network. Hope Supply Co. also offers direct services to families through the **Hope Diaper Pantry**.

**40,000+ BABIES**  
are diapered  
**each year.**

**3 MILLION+ DIAPERS**  
are distributed  
**each year.**

**95+% OF REVENUE**  
goes directly to  
**critical needs**

10480 SHADY TRAIL, SUITE 104 DALLAS, TX 75220 214.360.5765 HOPESUPPLYCO.ORG



# HOW-TO HOST A DIAPER DRIVE

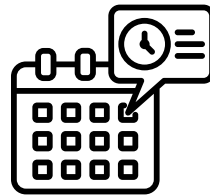


1



CHOOSE YOUR LOCATION

2



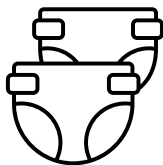
SELECT A START AND  
END DATE

3



SPREAD THE WORD  
USE PROMOTIONAL MATERIALS  
PROVIDED FOR SOCIAL MEDIA,  
DISPLAY SIGNS, CREATE AN  
AMAZON WISHLIST

4



COLLECT CHILDREN'S DIAPERS  
ANY BRAND  
MOST NEEDED SIZES ARE 4 - 7  
ALL SIZES OF PULLUPS  
BABY WIPES

5



GIVE US A CALL TO  
SCHEDULE A PICK UP OR  
DROP OFF TIME

6



SHARE YOUR RESULTS  
ON SOCIAL MEDIA  
POST PHOTOS, TOTAL NUMBER OF  
DIAPERS COLLECTED AND  
ENCOURAGE OTHERS TO HOST A  
DIAPER DRIVE!

HopeSupplyCo.org

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Barrels and large teddy bears  
are available to collect your  
donations. Call us to reserve a  
barrel and bear to help  
promote your drive.





# 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. Add and tag our accounts below!

### Facebook - @HopeSupplyCo

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 Hope Supply Co. as well! Share your story (create posts with all the 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 #EndDiaperNeed in your posts.

### Instagram - @hopesupplyco.dfw

Share pictures of your diaper drive flyer.

Utilize the location tagging tool to share your collection sites.

Tag @hopesupplyco.dfw and anyone else you want involved. Remember to hashtag #EndDiaperNeed and any other relevant hashtags that may draw interest to your posts!

## Get personal: Send an Email!

Emails are an effective tool to utilize throughout your diaper drive. Personalize your message and go into detail on why you are hosting a diaper drive and would like the individual or company to participate. Explain what you are collecting, where, and of course, your goal.



One baby requires at least 10 diapers a day to stay clean and dry. That's at least 300 diapers a month.

One in two families struggles with diaper need: simply not being able to afford enough clean diapers to keep baby healthy.

Support homeless and at-risk children by donating diapers and wipes today!

[www.HopeSupplyCo.org](http://www.HopeSupplyCo.org)



## Infant and Toddler Diaper Donations

Any brand, all sizes accepted. Most needed are sizes 4 - 7 and all sizes of pull-ups.

THANK YOU FOR YOUR SUPPORT!



Hope Supply Co. meets the critical needs of homeless and at-risk children by providing diapers, wipes, hygiene kits, baby food and formula, clothing, school supplies and toys to a network of 50 nonprofit partners. We could not continue our mission without the generosity of our wonderful community.

THANK YOU FOR YOUR SUPPORT!

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[Info@HopeSupplyCo.org](mailto:Info@HopeSupplyCo.org)

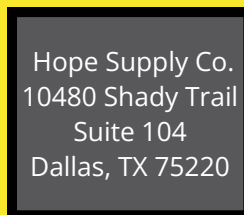
It's easy to support and help out!

## DONATE:

Online/Credit Card



By Check



Supplies



## SIGN UP:

Volunteer



Newsletter



## MAKE AT HOME:

Baby Hygiene Kits



Birthday Boxes

