



Central Jersey  
Diaper Bank

A Program of the AECDC Inc.

# DIAPER DRIVE TOOLKIT



Anshe  
Emeth  
Community  
Development  
Corporation

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Emeth  
Community  
Development  
Corporation**



# THANK YOU!

On behalf of the Anshe Emeth Community Development Corporation/Central Jersey

Diaper Bank, thank you for hosting a diaper drive. Every diaper that you collect will be distributed to a family in need in our community. We are grateful for your support!

**Sincerely,**

A handwritten signature in black ink that reads "Heather R. Nover". The signature is written in a cursive, flowing style.

**HEATHER NOVER**

**EXECUTIVE DIRECTOR**

**Anshe Emeth Community Development Corporation  
Central Jersey Diaper Bank**

222 Livingston Avenue  
New Brunswick, NJ 08901  
Telephone: 732-296-9922  
Fax: 732-296-9933  
Email:  
[info@centraljerseydiaperbank.org](mailto:info@centraljerseydiaperbank.org)

# WHAT IS A DIAPER DRIVE?

A diaper drive is a great way to help address diaper need in your community!

**During a diaper drive, diapers, wipes, and donations are collected and then delivered to a local diaper bank.**

Drives can be as simple as placing a box for donations at school or work or it could be a large-scale themed event with volunteers!



**The following pages give more details on how you can host a successful diaper drive!**

# WHAT'S IN THIS

# TOOLKIT?

**1. DIAPER DRIVE CHECKLIST**

**2. IDEAS FOR PLANNING**

**3. ADVERTISING TIPS**

**4. SOCIAL MEDIA EXAMPLES**

**5. PRINTABLE FLYERS & SIGNS**

**6. FACT SHEETS\***

**\*(FROM THE NATIONAL DIAPER BANK NETWORK)**

# DIAPER DRIVE CHECKLIST

## ■ **Plan the details...**

Where will you collect? Who will help? When will it start and end?

## ■ **What is your goal?**

How many will you collect? How will you keep track?

## ■ **Advertise**

What social media will you use? How can you spread the word in the community?

## ■ **Collect diapers**

Empty out bins & arrange diapers for drop-off.

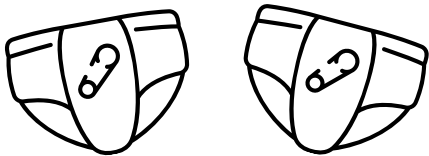
## ■ **Bring the diapers to us**

## ■ **Share your success!**

# Ideas for Planning

## *Theme:*

Pick a creative theme like "Disco for Diapers," or "Winter Diaperland" and decorate accordingly



## *Location:*

Pick a central location like:

- Schools
- Places of worship
- Libraries
- Community centers
- Grocery stores



## *Event*

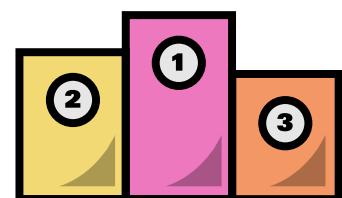
### *Admission:*

If you're hosting a party or event, ask guests to bring a pack of diapers as their gift/ for admission



## *Competition:*

Make it a competition and offer prizes/incentives to individuals or groups who donate the most diapers



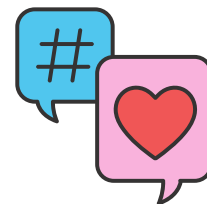
# ADVERTISING TIPS!



One of the best ways to spread the word about your diaper drive is for you and your team to use social media!

## INSTAGRAM:

- Share photos of your flyer, donations, team, and more!
- Use hashtags to draw attention to your post- #DiaperNeed
- Tag the diaper collection sites with the location tool
- Tag @centraljerseydiaperbank in your posts along with others who are involved
- Use Instagram Live to capture your diaper drive day or when you're setting up
- Share your results at the end of the drive!



## FACEBOOK:

- Share photos of your flyer, donations, team, and more!
- Create a Facebook "Event" and invite all your friends, family, and @centraljerseydiaperbank
- Use the #DiaperNeed hashtag in your posts
- Share your results at the end of the drive!

## EMAIL:

- Send an email out to companies, organizations, and individuals explaining when and where your diaper drive will take place
- Make sure to include why you're hosting a diaper drive and that you would like them to participate
- Specify your goal and ask them to help out!
- Make sure to include your contact information

**ENCOURAGE FOLLOWERS TO SHARE YOUR POSTS!**



<https://www.centraljerseydiaperbank.org/>

# SOCIAL MEDIA Examples



**Below are short captions/ information  
you can include in your posts!**

- All babies deserve clean diapers! Please help support families by donating to my diaper drive on (insert date) at (insert location). [Attach a flyer or photo]
- Did you know diapers cost an average of \$70-80 a month? This is a cost many families cannot afford. Please support by donating to our diaper drive! [Attach a flyer or photo]
- The Central Jersey Diaper Bank was able to help 2,120 families in 2021. Please help us reach more this year by donating to our diaper drive! [Attach a flyer or photo]
- Since the COVID-19 pandemic, request for services at the Central Jersey Diaper Bank has risen by more than 248%! Please donate to my diaper drive so we can help support families in need. [Attach a flyer or photo]

**ENCOURAGE FOLLOWERS TO SHARE YOUR POSTS!**





# Central Jersey Diaper Bank

## FACT SHEET

### Who are we?

CJDB is a program of the Anshe Emeth Community Development Corporation (AECDC), a 501(c)(3) non-profit organization that serves all residents of Middlesex County regardless of race, religion, ability, gender, or ethnicity. We are the only dedicated diaper bank in Middlesex County providing diapers, wipes, formula, and other baby essentials to struggling families.

### Our impact in 2021:

**406,237 diaper changes**

**2,120 families served**

**4,939 bundles of diapers, wipes,  
formula, and other baby  
essentials distributed to families**



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# DIAPER COLLECTION FORM

Use this form to keep track of how many diapers you collect based on their size! Hand this form to the CJDB during your drop off or email it to us.

**Group/  
Organization/ Name:**

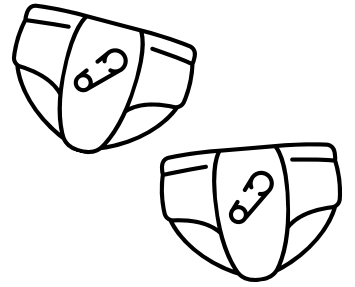
**Phone Number:**

**Email:**

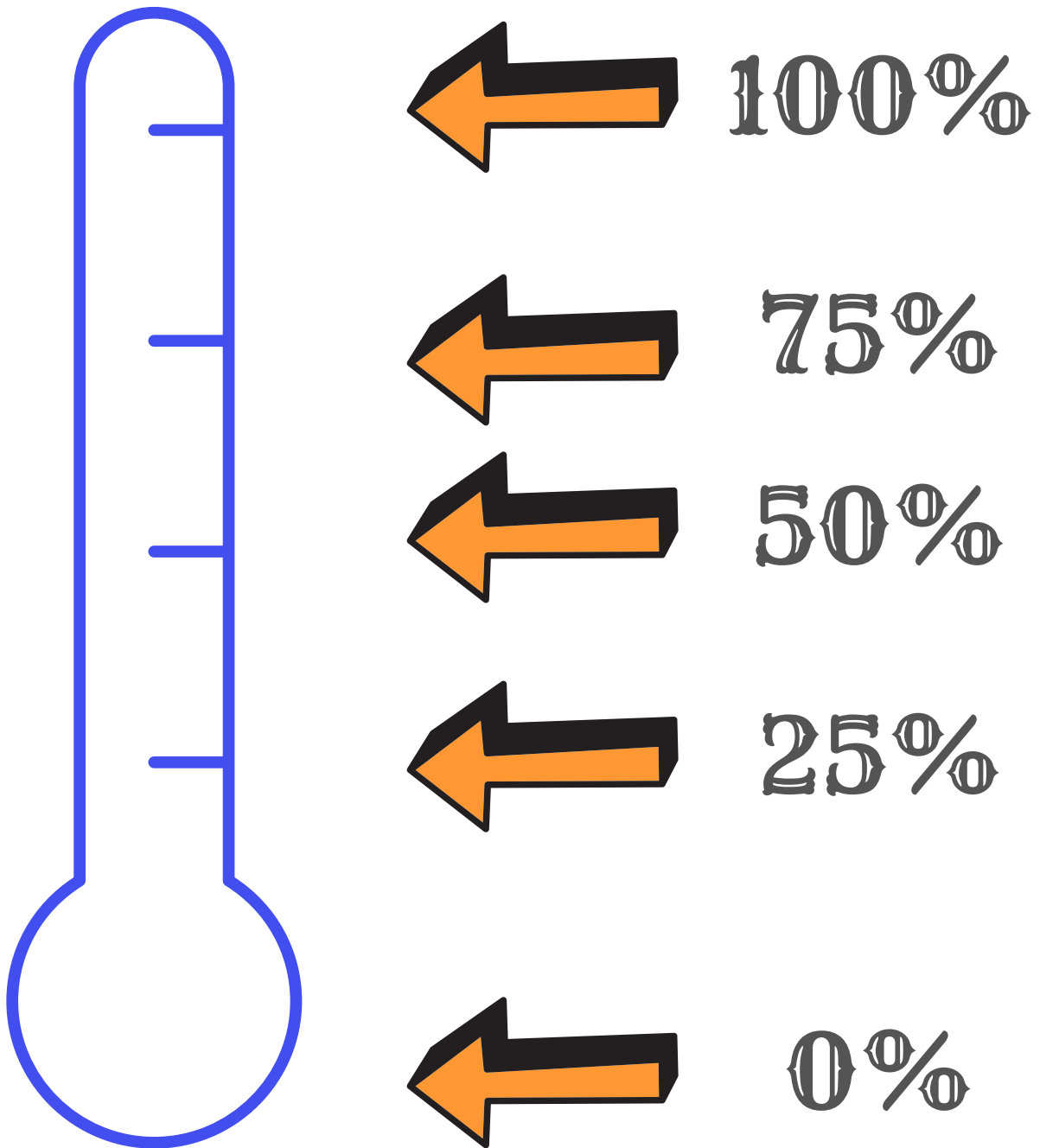
SIZE	NUMBER OF DIAPERS
Newborn	
Size 1	
Size 2	
Size 3	
Size 4	
Size 5	
Size 6	
Pullups	
Misc	
<b>Total</b>	

Other Items	Amount
Wipes	
Financial Contributions	

# DIAPER DRIVE GOAL SHEET



Our goal: \_\_\_\_\_ Diapers





# **PLEASE SUPPORT OUR DIAPER DRIVE**

All proceeds and diapers donated will go to the Central Jersey Diaper Bank!

**Date (s):**

**Location (s):**

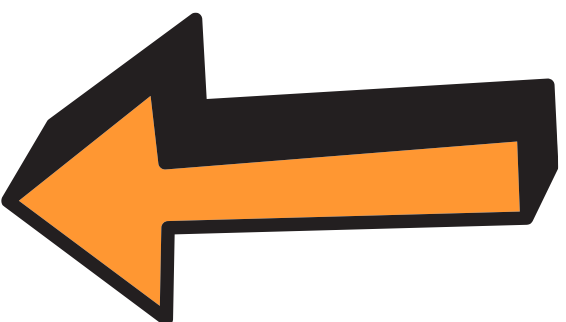
**Hosted by:**

**Thank you for your help!**



**DROP  
DIAPERS**

**HERE!**





**TEXT TO DONATE**  
**BY TEXTING**

**NJDIAPERS**  
**TO 44321**

# **National Diaper Bank Network**



**THE FOLLOWING  
PAGES ARE  
FACT SHEETS  
FROM THE  
NATIONAL DIAPER  
BANK NETWORK**

## National Diaper Bank Network

### What is the National Diaper Bank Network?

The National Diaper Bank Network (NDBN) is a national nonprofit established in 2011 in partnership with founding sponsor Huggies®. NDBN is the leading authority on diaper need in the United States, working to build strong families and communities.

### Our Network

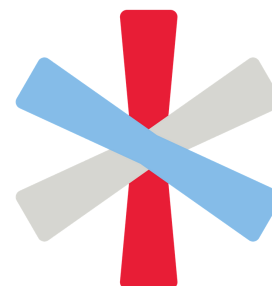
- 200+** NDBN-MEMBER DIAPER BANK PROGRAMS IN U.S.
- 279K** BABIES HELPED MONTHLY
- 225M** DIAPERS DISTRIBUTED SINCE 2011

### \* OUR MISSION:

To help meet the basic needs of all children and their families which includes access to clean, dry diapers and other material goods.

### OUR GOALS

- Elevate national awareness of diaper need
- Support the expansion and capacity of sustainable diaper bank programs in local communities throughout the U.S.
- Build national partnerships to foster the donation and distribution of material basic need items, including diapers.



### OUR PROGRAMS

- National Diaper Need Awareness Week
- Diaper Banks in America Conference
- NDBN Lobby Day
- Community Diaper Program Assistance
- Basic Needs Curriculum
- Alliance for Period Supplies

### WAYS YOU CAN HELP

**SUPPORT** NDBN by making a donation at [nationaldiaperbanknetwork.org](http://nationaldiaperbanknetwork.org).

All proceeds go towards our mission to help meet the basic needs of all babies and their families.

**VOLUNTEER** at a local NDBN member diaper bank.

You can find one in your area by visiting [nationaldiaperbanknetwork.org](http://nationaldiaperbanknetwork.org).

**HOST** your own diaper drive and donate the product to a local diaper bank.

Download our free diaper drive toolkit on [nationaldiaperbanknetwork.org](http://nationaldiaperbanknetwork.org).

All babies deserve clean diapers.

Follow us on social media:

Facebook/[NationalDiaperBankNetwork](https://www.facebook.com/NationalDiaperBankNetwork)

Twitter: [@DiaperNetwork](https://twitter.com/DiaperNetwork)

Instagram: [@DiaperNetwork](https://www.instagram.com/DiaperNetwork)

Join our movement: [#DiaperNeed](https://www.instagram.com/DiaperNetwork)



foundingsponsor

NDBN is a 501(c)(3) organization and donations are tax deductible to the fullest extent of the law.



## Diaper Need in the United States

### What is Diaper Need?

Diaper need is the lack of a sufficient amount of diapers to keep a baby clean, dry, and healthy.

Babies require up to 12 diapers a day, toddlers about eight.

### The Numbers

5.2  
million

BABIES AND TODDLERS LIVE IN POOR OR LOW-INCOME FAMILIES.

\$70-\$80

AMOUNT DIAPERS COST PER MONTH, PER BABY.

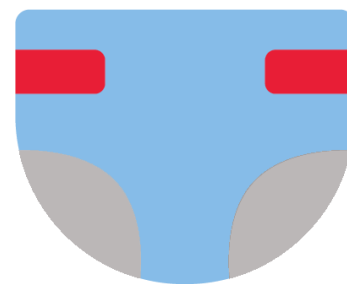
0

NUMBER OF FEDERAL PROGRAMS THAT COVER DIAPERS.

**\* Diapers are as essential to a child's basic needs as food and shelter. Yet, state and national safety net programs do not recognize diapers as a **basic need**.**

### THE CONSEQUENCES OF DIAPER NEED

- Babies who remain too long in a soiled diaper are exposed to potential health risks.
- Most child care centers, even free and subsidized facilities, require parents to provide a day's supply of disposable diapers.
- Many parents cannot go to work or school if they can't leave their babies at child care.



**A recent study conducted by NDBN and Huggies® found that parents who struggled with diaper need missed an average of four days of work in a month.<sup>1</sup>**

<sup>1</sup> As revealed by the Diaper Need and Its Impact on U.S. Families study conducted by the National Diaper Bank Network and Huggies

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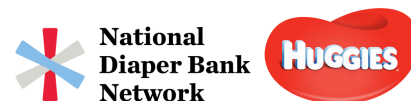
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## Diaper Banks

### What is a Diaper Bank?

A diaper bank is a nonprofit group that collects, stores, and distributes free diapers to homeless shelters, food pantries, family service agencies and faith-based organizations. Some are direct service as well.

### The Numbers

**200+** NDBN MEMBER DIAPER BANKS IN THE U.S.

**55%** AMOUNT OF DIAPER BANKS RUN SOLELY BY VOLUNTEERS

**65 million** AMOUNT OF DIAPERS DISTRIBUTED BY DIAPER BANKS (2017)

**\* Diaper bank leaders help build strong families and bring the critical issue of diaper need to the forefront of local, state, and national discussions on poverty.**

### HOW DIAPER BANKS FUNCTION

- Funds donated to diaper banks enable the direct purchase of diapers through innovative, cost saving programs
- Diaper drives by individuals, communities, and businesses collect diapers to donate to local programs
- Volunteers and employees repackage diapers and perform other essential duties

### THE DIAPER GAP

- Households experiencing diaper need are an average of **19 diapers short a month**.
- More than a quarter of families in diaper need rely on diaper banks to help fill that gap.<sup>1</sup>



<sup>1</sup> As revealed by the Diaper Need and Its Impact on U.S. Families study conducted by the National Diaper Bank Network and Huggies

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