

homeaid
BUILDERS FOR BABIES



Help Us Reach Our Goal of
ONE MILLION
Diapers and Wipes

Collection Dates:
MAY 11 TO JUNE 15

**Diaper
Drive
Toolkit**

Important Dates

HomeAid National Capital Region believes every baby deserves access to clean diapers, which is why every year, between Mother's and Father's Day, we organize a community-wide Diaper and Wipe Drive to help support families in need.

Thanks to you and your vast network of friends, family, and colleagues, we are able to host multiple collections throughout our region, making an even bigger impact.

Mother's Day, May 11th - Father's Day, June 15th

Host and Collect Diapers and Wipes

Monday, June 16th

Drop-off diapers and wipes at HomeAid's warehouse located in Northern Virginia (the address will be provided via email to participants)

Tuesday, June 17th and Wednesday, June 18th

Volunteers will count and sort diapers and wipes

Friday, June 20th

Volunteers will deliver diapers and wipes to HomeAid's nonprofit partners

HomeAid National Capital Region
3684 Centerview Dr. Suite 110B, Chantilly, VA 20151
Tammy Glasser - tglasser@homeaidncr.org (703) 953-3529

Social Media

Tips for social media posts:

- Create a Facebook "event" and invite co-workers and friends
- Post diaper drive details with photos of your collection
- Thank those who donated by tagging them
- Share photos of your collections via posts, stories, and reels
- Tag your location so others can drop-off at your site
- Share HomeAid's website to show others how they can participate
- Download and use HomeAid's pre-made graphics located on our website

Sample social media language:

- (Company) is partnering with HomeAid National Capital Region to help them reach their goal of collecting 1 million diapers for families in our region. You can drop-off your donations at our office located at (add address) between Mother's Day and Father's Day. To donate diapers online, click on the link below (link to HomeAid's Diaper Drive page).
- This Mother's Day help (Company) as we support parents throughout our area by donating diapers and wipes to HomeAid National Capital Region's Builders for Babies Diaper Drive. (Add location and date/time details). Click here to donate online.
- I am supporting HomeAid National Capital Region's Builders for Babies Diaper Drive to help end diaper need. Newborns require up to 12 diapers per day, at a cost of over \$100 per month per baby - a cost many families cannot afford. Please consider donating today! (add location and date/time details).

Tag HomeAid:

- Facebook: @HomeAidNationalCapitalegion
- Instagram: @homeaidncr
- LinkedIn: @HomeAidNationalCapitalRegion
- #BuildersforBabies #HomeAidDiaperDrive #HomeAidNCR

Facts & Stats

Use these Facts and Statistics to Talk about the Importance of Your Drive

- Since 2018, HomeAid National Capital Region has collected over 1.5 million diapers and wipes, delivering them to over 37 local nonprofit partners.
- Diapers and wipes cannot be purchased using Supplemental Nutrition Assistance Program (SNAP) or Women, Infants and Children (WIC).
- Babies who remain in soiled diapers for too long are exposed to potential health risks.
- Five million babies and toddlers live in poor and low-income families. Diaper need is a hidden consequence of poverty.
- Households experiencing diaper needs are on average short 50 diapers per month.
- Daycares require that parents provide diapers. If they don't have enough diapers that means no daycare, no work, and no paycheck.
- Newborns use up to 12 diapers per day, at a cost of over \$100 per month per baby - a cost many families cannot afford.

**Statistics provided by the National Diaper Bank Network*

Host Checklist

- Sign-up to host a diaper drive on HomeAid's website
- Pick up your collection box at HomeAid's office located at 3684 Centerview Drive, Suite 110B, Chantilly, VA 20151
- Place collection box in the front lobby or breakroom of office
- Create fun ways to involve your employees:
 - Offer an incentive, i.e. a day off or raffle tickets
 - Pick a theme for your diaper drive
 - Display a playpen to collect diapers and wipes
 - Set a goal to stuff a company vehicle or office
 - Build a structure/house with the diaper boxes
 - Have a team member announce the daily count
 - Use a thermometer to track progress
- Post the HomeAid's Builders for Babies flyer
- Share about your drive on social media
- Send reminder emails throughout the drive
- Take lots of photos throughout the collection
- Schedule your drop-off time on Monday, June 16th. Participants will receive an email to schedule their drop-off time.

Please note: HomeAid offers the option to purchase diapers and wipes directly on the HomeAid National Capital Region website. When purchasing diapers through our online platform, donors will have the option to mark their donation as being affiliated with your company or group.