Diaper Drive Toolkit

The success of the Project MKC Diaper Bank hinges on the efforts and dedication of a committed community and people like YOU willing to raise awareness, dollars and diapers to help the 1 in 3 Ohio families struggling to afford diapers for their families.

It’s easy to host a diaper and dollar drive at work, or in your community. You can collect both diapers and dollars to help the cause. The Project MKC Diaper Bank is much appreciative of in-kind donations such as new diapers. Additionally, through our negotiated bulk pricing we are able to stretch any donated dollars to buy even MORE diapers for the cause than would be possible by individuals buying diapers off the shelf to donate.

How to Host a Diapers and Dollar Drive at Work, School or in Your Community

(1) Let Project MKC Know Your Plans
   • Fill out a Diaper Drive Registration Form
   • We can let you know about specific sizes needed
   • We can help promote your drive

(2) Choose a Location
   • Find a convenient place for people to drop off diapers
   • Label collection bins colorfully and clearly
   • Set Diaper and Dollar goals for collection
   • Alert/Ask permission from the proper people (Principal, HR, etc.)

(3) Choose a Date and Time
   • Pick a week or even a month
   • Consider using a fun theme or timing your drive with a particular event

(4) Enlist Colleagues, Friends & Online Communities
   • Post flyers, send emails, share on social media
   • Ask people to help promote and organize the drive
   • Consider a friendly competition between departments, groups, friends or teams
   • Send reminders at beginning, middle and end

(5) Collect and Tally
   • Count donations and track on a spreadsheet
   • Coordinate drop-off with Project MKC

(6) Recap and Inspire Others
   • Publicize your results throughout your school, company and community
   • Send us (mkc@projectmkc.org) photos and a recap that we can post to inspire others
   • Post stories to social media

1 in 3 Families in Ohio Struggle to Afford Diapers

Thank you to ‘Help a Mother Out’ for open sourcing their guide and to the ‘Idaho Diaper Bank’ which inspired our ‘how to’ guide!

Feel free to contact us with ideas or questions, or visit www.projectmkc.org for more information.

Available in this Toolkit
• Diaper Drive Registration Form
• Creative Ideas
• Posters/Flyers
• Collection Box Labels
• Sample Letter/Email
• Goal Sheet
• Donation Form
• Diaper Collection Form

Project MKC is a 501(c)(3) tax-exempt, non-profit charitable organization, so your donation is tax deductible to the fullest extent allowed by law. Our tax-exempt number is 27-3159463.
Diaper Drive Registration Form
We Want to Help Keep Ohio Dry, Clean and Healthy!

Name of Your Organization/Company: _____________________________________________________________

Contact Name and Title: ______________________________________________________________________

Address: ___________________________________________________________________________________

City: ______________________________________ State: _______ Zip: __________________________

Phone: ______________________________________ Email: __________________________________________

How many members does your group/company have? _______________________________________________

Start Date of Diaper Drive: ____________________ End Date: _______________________________________

☐ Yes, please publish our drive on your website/social media, so the public may drop off diapers

Name of the organization we would like to challenge for this Diaper Drive, if applicable (including contact information): _____________________________________________________________________________

We will arrange for delivery to Project MKC on: ___________________________________________________ or

We will need someone to pick the diapers up on: __________________________________________________

Comments: __________________________________________________________________________________

Our diaper collection goal is: Our diapers wipes goal is: Our donated dollars goal is:
☐ 0-500 Diapers ☐ 0-25 Packs of Wipes ☐ $0-$100
☐ 500-1,000 Diapers ☐ 25-50 Packs of Wipes ☐ $100-$250
☐ 1,000-2,500 Diapers ☐ 50-100 Packs of Wipes ☐ $250-$500
☐ 2,500-5,000 Diapers ☐ 100+ Packs of Wipes ☐ $500-$1,000
☐ 5,000+ Diapers

☐ We would like for Project MKC to come and talk to our members/employees.

☐ We would like information for ongoing financial sponsorship levels for Project MKC.

Please email this form to mkc@projectmkc.org or mail to: Project MKC
6961 Southern Blvd. Ste. A
Youngstown, OH 44512

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Creative Ideas for Your Drive

Host a Diaper Drive at:

- School
- Church
- Library/Coffee Shop
- In lieu of gifts (for weddings, birthdays, showers)
- Project MKC’s “Amazon Wish List” or create your own “Wish List” on Amazon
- Girl Scouts and Boy Scouts of America

Promote your drive:

- Host a bake sale or collect loose change
- Ask people to shop in their own closets. Maybe kids have outgrown their diaper size
- Host a “Bring your Left Over Gift Certificates Party.” Ask friends to bring gift cards and then use them to buy diapers
- Are you an artist or do you know someone who is? Consider auctioning photos or art and then use the money to buy diapers
- Special events. Get the event organizer to cross promote your drive - - attendees who bring diapers then receive free or discounted entrance or raffle tickets

For Teachers: A diaper drive is a great opportunity for incorporating real-life lessons on poverty and the working poor. It drives home the concept that everything we do impacts people in our communities.

For Parents: Kids who host a diaper drive learn how to organize themselves and others, set goals, figure out logistics, and even get local businesses to give discounts and donations.

For Companies: Your company can show how it’s impacting the community by matching donations or providing incentives to others for donating (free trial membership, gift cards, discount coupons, etc.)

Tips

- Personal acknowledgement for donations goes a long way!
- Teaming up with others allows for a larger network to spread the word
- Language such as “this time we collected/raised..” helps people understand there is an on-going need
- Pictures can express so much!
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Learn More at projectmkc.org

Contact:

Coordinated By:

Diaper Drive Dates:

Use this bin to donate diapers & wipes for babies in need

HERE!

DONATE DIAPERS
DIAPER DRIVE!

Date

Time

Drop-Off Site

1 in 3 families in Ohio Struggle to Afford Diapers

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Sample Letter/Email

Subject: Diaper Drive (be creative for your audience)

[Insert Name(s)] will host a Diaper Drive in support of Project MKC, a nonprofit organization that among other programs provides diapers, raises awareness and advocates for long-term change in the social safety net. Project MKC is dedicated to increasing access to diapers for families in need.

Our participation will help these families who are unable to provide an adequate monthly supply of fresh diapers for their children. Our efforts in this diaper drive will go a long way to ensuring that these babies get a healthier start in life.

Our Diaper Drive will take place on [insert date(s)].

You can drop-off your donated diapers during this time frame at: [insert drop-off information.]

You can make online donations of dollars at projectmkc.org or by giving a check or cash to insert contact of individual coordinating financial donations. Through their negotiated bulk pricing Project MKC is able to stretch any donated dollars to buy even MORE diapers for the cause! On behalf of Project MKC and the families we will help, thank you!

[Add additional event information, prize incentives and goals (as applicable).]

Know the Facts - Great for Social Media

- You can’t buy diapers with food stamps or get them through WIC (Women, Infants and Children)
- 25% of children under the age of 5 in Ohio live in poverty or low income families
- At least 1 out of 3 families struggle to afford diapers
- If a family can’t afford diapers, a baby may spend extended periods of time in the same soiled diaper.
- Diapers cost an average of $100 per month and that's a lot of dough to drop for the 43.1 millions people living in poverty in the U.S.

What this means:
The severe health and social consequences for babies and families who do not have access to diapers is a bum deal. Lack of enough diapers can lead to a whole mountain of problems for families in need: unhappy babies, unhealthy communities, under-educated toddlers and under-employed adults. Something so basic can actually have a big impact on a family’s ability to become financially self sufficient.

Learn more about Diaper Need at projectmkc.org
OUR GOAL SHEET

Our goal is to raise $_____ and #_______ of diapers!

<table>
<thead>
<tr>
<th>100%</th>
<th>Dollars</th>
<th>Diapers</th>
</tr>
</thead>
<tbody>
<tr>
<td>80%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>60%</td>
<td></td>
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<tr>
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<tr>
<td>0%</td>
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HELP KEEP NE OHIO DRY!

Because every baby deserves a clean diaper!
Yes! I Want to Help Keep NE Ohio Dry!

Project MKC Diaper Bank Donation Form

☐ $10 Provides a one month’s supplement of diapers to a baby in need
☐ $30 Provides a three month’s supplement of diapers to a baby in need
☐ $120 Provides a year’s supplement of diapers to a baby in need
☐ $500 Helps supplement over 50 babies in need per month
☐ Other $____________

☐ Yes, please make my donation of $____________ a recurring monthly donation.

☐ I am a new donor.
☐ My employer’s matching gift form is enclosed, thereby increasing my support.

Name: ___________________________________________ Phone: ______________________________
Address: __________________________________________ City: __________________________ State: _______ Zip:_________

Please charge my gift to:
☐ Visa ☐ MasterCard ☐ American Express ☐ Discover ☐ Check enclosed

Credit Card # _______________________________ Exp. Date: _____/_____ Security Code/CVV: ______

Signature: _______________________________________________________________________________

Email: ___________________________________________________________________________________

By providing this e-mail address, I authorize Project MKC to contact me with information and opportunities to help address diaper need in NE Ohio.

☐ I would like information about volunteering/diaper drives.

Please email this form to mkc@projectmkc.org or mail to:
Project MKC
6961 Southern Blvd. Ste. A
Youngstown, OH 44512

THANK YOU FOR SUPPORTING PROJECT MKC!

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Diaper Collection Form

Use this form to track your efforts

After the completion of your successful Diaper Drive, simply send us (mkc@projectmkc.org) this completed form and upload any pictures or stories from the event to our Facebook page and/or email them to us and we may include them on our website as well! Don’t forget to send out a THANK YOU to the groups, individuals or organizations that helped make your drive a success!

<table>
<thead>
<tr>
<th>SIZE</th>
<th>NUMBER OF DIAPERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEWBORN</td>
<td></td>
</tr>
<tr>
<td>SIZE 1</td>
<td></td>
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<tr>
<td>SIZE 2</td>
<td></td>
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<td>SIZE 3</td>
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<td>SIZE 6</td>
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<tr>
<td>PULLUPS</td>
<td></td>
</tr>
<tr>
<td>OTHER</td>
<td></td>
</tr>
<tr>
<td>TOTAL:</td>
<td></td>
</tr>
</tbody>
</table>

Total Donations

# OF DIAPERS
# OF WIPES
$ RAISED
OTHER

Name: ____________________________________________

Community Group: ___________________________ Date: __________________

Email: _______________________________________

Phone: ______________________________________