



DIAPER DAY TOOL KIT

A coordinator's guide to collect diaper essentials that support families served by The Villages.

1 WHEN

Host your diaper drive for at least a week or longer, so people have time to purchase diapers and drop-off. Make sure the start and end date are clearly communicated.



WHERE 2

Choose a centrally located, high traffic spot or multiple spots for diaper drop-off. Post the "Diaper Drop-off Here" signs included in this kit.

3 GOAL

Set a predetermined, obtainable goal. This is an excellent way to spark participation. Use a goal chart. Create incentives. Make it a competition.



PROMOTE 4

Use social media, newsletters, email announcements, and flyers. See Communication Samples on the next page for easy posts, texts, and emails and use the flyer included in this kit.



COMMUNICATION SAMPLES

Use these samples or create your own social media posts, texts, and emails. Be sure to tag The Villages!

STATS

- A baby requires up to 12 diaper changes per day, at a cost of \$80+ per month – a cost many families can't afford. Help keep babies dry, safe, and healthy. Donate a package of diapers to the (your drive's) Diaper Drive.
- In 2025, The Villages served over 2000 children under the age of 5, nearly 90% in diapers. Join me in helping give these families a financial break. Drop off a package of diapers at (location) by (date).
- In 2025, 47% of children in foster care were age 4 or under.
- In 2025, 2,242 families were served by our Healthy Families program, with almost 95% having a child in diapers.
- Federal and state programs like SNAP or WIC do not cover diapers.

Join me in helping ease the financial burden on the deserving families served by The Villages. Drop off a box of diapers at (location) by (date).



Help make a difference in a family's life today. Donate to my diaper drive taking place at (location) the week of...

Without clean diapers...

- babies are exposed to potential health risks and toxic stress
- mothers are at risk for increased maternal depression
- parents are unable to access childcare which require a daily supply of diapers
- parents miss work or school

*National Diaper Bank Network

COORDINATOR CHECKLIST

Follow these 10 simple steps to ensure a successful diaper drive.

1. **Choose your Diaper Drive location.**
2. **Recruit** volunteers to help promote, collect, and deliver diapers.
3. **Select** a start and end date.
4. **Set** your diaper collection goal, theme, and/or incentives.
5. **Prep** your drop off location with visible signs.
6. **Promote** the diaper drive!
7. **Confirm** transportation for diaper delivery and Villages' office availability to accept diapers.
(Visit villageskids.org/contact-us for office locations).
8. **Continue** to promote the diaper drive.
9. **Collect** and deliver diapers to the nearest Villages office.
10. **Share** your results on social media.

QUESTIONS?

Contact The Villages of Indiana at 317-775-6500

DIAPER DROP OFF HERE

Diaper donations support the deserving families served by The Villages of Indiana. Thank you for helping keep babies clean, dry, and healthy.

QUESTIONS? CONTACT:





DIAPER DAY

THURSDAY, MARCH 12, 2026

Help ease the financial burden on the deserving families we serve and keep babies **CLEAN, DRY, and HEALTHY!**



IN 2025:

10%

10% of Older Youth Services participants (youth aged out of foster care) had at least one child in diapers.

47%

47% of children in foster care were age 4 or under.

2,242

2,242 families were served by our Healthy Families program, with almost 95% having a child in diapers.



SCAN TO LEARN MORE ABOUT DIAPER DAY AND TO PURCHASE DIAPERS NOW.

Diapers can be delivered to any Villages office in Indiana by **March 12**. Visit villageskids.org/contact-us for a list of offices in your area. Please contact the office directly to confirm drop-off time.