



BABY SHOWER TOOL KIT

A coordinator's guide to collect
baby essentials for the young
mothers and infants The
Villages supports.



STEPS TO A BABY SHOWER DRIVE

1 When

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

2 Where

Choose a centrally located, high traffic spot or multiple spots for donation drop-off. Post the "Baby Shower 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.

4 Promote

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!



Help make a positive impact in a baby's life today. Donate to my Baby Shower Drive taking place at (location) the week of...

Join me in helping ease the financial burden on the deserving families served by The Villages. Drop off essential baby items including diapers, wipes, swaddle blankets, and more at (location) by (date). Every infant deserves to be clean, dry, and healthy.

In 2021 The Villages served over 2000 children under the age of 5, nearly 100% in diapers. Join me in helping give these families a financial break. Drop off a package of diapers or other baby essential at (location) by (date).



In 2021 The Villages ...

43% of children in foster care were age 4 or under.

1,828 families were served by our Healthy Families program, with almost 100% having a child in diapers.

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



Baby Shower Drive Coordinator Checklist

1. **Choose** your Baby Shower Drive location.
2. **Recruit** volunteers to help promote, collect, count, and deliver the collected supplies.
3. **Select** a start and end date.
4. **Set** your collection goal, theme, and/or incentives. Consider incorporating baby shower games, prizes, baby themed treats, etc.
5. **Prep** your drop off location with visible signs.
6. **Promote** the Baby Shower Drive!
7. **Confirm** transportation for delivery of supplies and Villages' office availability to accept donations.
Visit villageskids.org/contact-us for office locations.
8. **Continue** to promote the Baby Shower Drive.
9. **Collect** and deliver donations to the nearest Villages office.
10. **Share** your success on social media.



Questions?

Contact The Villages' Community Engagement Manager,
Krista Hays at khays@villageskids.org or 317-995-7490.



BABY SHOWER DRIVE

Help the over 2000 young mothers and babies The Villages supports.

When:

Where:

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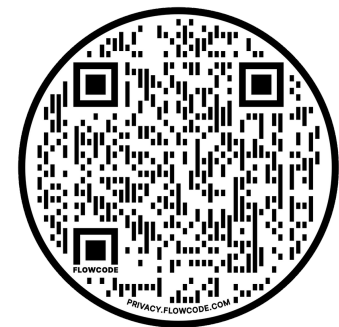
10% of Older Youth Services participants (youth aged out of foster care) had at least one child in diapers.



Access the Baby Shower
Amazon Wish List.

Baby Essentials List

- Diapers
- Wipes
- Diaper Cream
- Baby Wash
- Baby Lotion
- Burp Cloths
- Bibs
- Swaddle Blankets
- Halo Sleep Sacks
- Onesies
- Sleepers
- Socks
- Pacifiers
- Baby Nail Clippers
- Tommee Tippee Bottles
- Dr. Brown's Bottles
- Fitted Crib Sheets
- Fitted Crib Mattress Pads
- Baby Monitors
- Car Seats
- Strollers
- Baby Gates
- Outlet Plug Covers
- Doorknob Covers
- Cabinet Door Safety Latches
- Developmental Infant Toys
- Board Books
- Diaper Bags



Access the Baby Shower
Amazon Wish List



www.villageskids.org



**BABY SHOWER
DRIVE
DROP-OFF
HERE**

Thank you for helping the babies
and young mothers The Villages
serves stay healthy and safe!