



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 \$70 to \$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 2024, 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 at (location) by (date).
- In 2024, 47% of children in foster care were age 4 or under.
- In 2024, 2,647 families were served by our Healthy Families program, with almost 100% having a child in diapers.
- In 2024, 11% of Older Youth Services participants (youth aged out of foster care) had at least one child in 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...

According to the National Diaper Bank Network...

- Children need a minimum of 50 diaper changes per week.
- The average monthly cost of diapers is between \$70 and \$80 per child.
- Federal and state programs (like SNAP or WIC) do not cover diapers. The average household in need falls 29 diapers short each month.
- 3 in 5 parents miss work or school because they cannot afford the diapers needed to leave their baby at childcare.

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, count, 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' Marketing & Events Coordinator,
Corinne Gregory at cgregory@villageskids.org or 317-954-5670.

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

W E D N E S D A Y , M A R C H 1 2 , 2 0 2 5

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



IN 2024:

11%

11% 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.

2,647

2,647 families were served by our Healthy Families program, with almost 100% 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.