

2023 NATIONAL
DIAPER NEED
AWARENESS WEEK



share
our
spareTM

**Host Site
Toolkit**

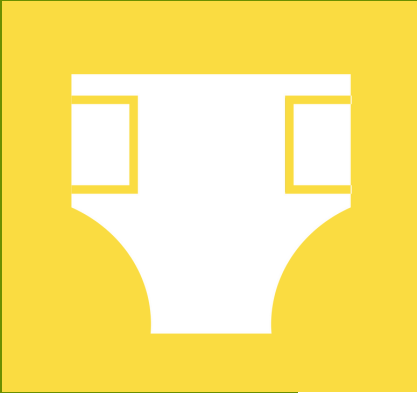







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2023 NDNAW Drive Timeline

- Register to be a host site by completing this [form](#)
- Week of August 21st & 28th - donation bins will be delivered to approved sites*
- Week of August 14th you will be given the drive link if you are collecting virtually

- Official Kickoff - Monday, September 18th**
- Official Wrap-Up - Sunday, September 24th**
- Week of October 2nd - pickups begin for sites that collect diapers in-person
- Week of October 9th you will be sent a Post Drive Assessment for you to complete

*Donation bins will only be delivered to sites that have historically collected high volumes of diapers (>2,000 diapers). Bins are available for pickup for all other sites.

Diapers will be picked up from all sites that collect in-person.

**NDNAW 2023 falls between Rosh Hashanah & Yom Kippur. You are welcome to host your drive before and/or after the dates listed above.

Hosting a Successful Diaper Drive

In-person & Virtual Drive Options

- IN-PERSON DRIVE: participants bring physical diapers to a location of your choosing. This is a great option if you have parents in your community who have kids who have outgrown diapers and they may have some opened packages sitting at home. You can attach the flyer included below to a box to collect diapers.
- VIRTUAL DRIVE: participants purchase diapers through a designated link. This is a great option for organizations with multiple locations or remote employees. An added bonus: participants can purchase diapers at a wholesale price, getting more bang for their buck!
 - We can provide a personalized drive link which is helpful for organizations that match donations or have incentives for employees who participate. If not, we send you the link to Share Our Spare's general NDNAW drive page.
- A COMBINATION OF IN-PERSON AND VIRTUAL DRIVE: If you opt to do a combination then we can give you a QR code for you to use at your in-person location with a link to the NDNAW drive page, this way no one has to go out of their way to purchase the diapers.

Best practices

- Identify a team leader who will help promote the drive within the organization. This is the person Share Our Spare staff will be in coordinating with before, during, and after the drive.
- We encourage all sites to set a goal so participants know what they are working towards.
- Give employees multiple ways to engage in the drive based on what works best for you.
- Encourage your community to purchase sizes 3, 4, 5, 6, and wipes. These are the highest needed diapers.

Promote! Promote! Promote!

Social media, emails, and newsletters are the easiest way to promote the cause and your drive. Follow Share Our Spare on social media so you can stay updated and repost our content during the NDNAW. The more interactive we all are on social media, the more people will learn about the issue, and, ultimately, the more families we will be able to help! Make sure to tag Share Our Spare in any posts.

Here is a sample post we created
that you are free to share



National Diaper Need Awareness Week
September 18th - 24th

**DONATE TO OUR DRIVE TO
HELP END DIAPER NEED**



See details below on how you can help

shareourspare

Follow us on our social
media platforms



@shareourspare



Share Our Spare



Share Our Spare

There is also a sample drive flyer and letter included below. Feel free to use all of the sample promotional materials included in this toolkit. You're also welcome to use your creativity and come up with innovative ways to promote National Diaper Need Awareness Week to your own network. We need your help to spread the word about diaper need!

NATIONAL DIAPER NEED AWARENESS WEEK 2023 DIAPER DRIVE

1 IN 2 FAMILIES STRUGGLE TO AFFORD DIAPERS

DIAPERS ARE NOT COVERED BY
GOVERNMENT ASSISTANCE



SEPTEMBER 18TH - 24TH 2023

Help end diaper need by donating sizes 3, 4, 5, 6,
and wipes.

Open packages of diapers are gladly accepted!

For more info visit www.shareourspare.org

shareourspare[™]

Sample Letter for Your Organization to Share

Please make modifications based on how you are hosting your drive

Subject: Diaper Drive September 18-24th, 2023 for Share Our Spare

Dear Colleagues,

[ORGANIZATION NAME] is proud to partner with Share Our Spare to host a diaper drive from September 18th - 24th, 2023, to help end diaper need in Chicago. The facts about diaper need in Chicago are sobering:

- The National Diaper Bank Network Diaper Check 2023 survey found that 1 in 2 U.S. families with young children experience diaper need – a dramatic increase from the 1 in 3 figure from last year.
- 35% of caregivers reported cutting back on food and 28% reported skipping meals to afford diapers for their children.
- Diaper need is a public health crisis! It is associated with physical, emotional, and economic harm to children and families.

Share Our Spare is a Chicago-based non-profit with a mission to ensure every Chicago area child, ages 0-5, has the essential items they need to support their health and development to equip them for a strong start. The need for diapers has grown as inflation rates are continuing to rise. Over the past few months Share Our Spare has had to limit diaper requests and deny new requests from organizations seeking diapers for incoming asylum seekers because inventory has been critically low. This year Share Our Spare is on track to distribute more than 1.5 MILLION diapers. In order to reach this goal, they need our help to ensure they have enough diapers to meet the needs of the children they serve.

We invite you to help Share Our Spare collect 200,000 diapers for their National Diaper Need Awareness Week drive by:

- Purchasing diapers through the diaper drive link: [INSERT YOUR ORGANIZATIONS CUSTOM LINK OR SHARE OUR SPARE'S GENERAL DRIVE LINK].
- Bringing packages of size 3, 4, 5, 6 diapers and/or wipes for [LOCATION NAME] collection drive. The donation area will be located at [LOCATION] during the week of September 18th. Open packages of diapers are accepted!
- Making a monetary donation [here](#) to help Share Our Spare purchase diapers at cost.

For more info, please visit shareourspare.org or email info@shareourspare.org.

Thank you in advance for helping end diaper need!

Best regards,
[YOUR NAME]

Questions?

EMAIL

INFO@SHAREOURSPARE.ORG