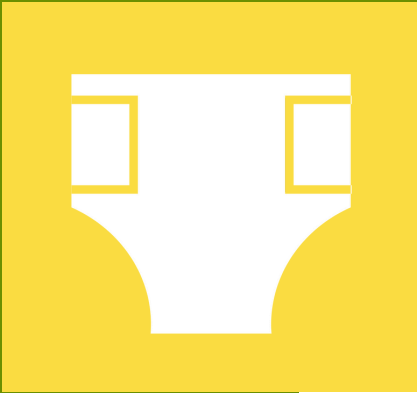


2024 NATIONAL  
DIAPER NEED  
AWARENESS WEEK








share  
our  
spare™

Host Site  
Toolkit



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# 2024 NDNAW Drive Timeline

- Register to be a host site by completing this [form](#)
  - Week of September 4th you will be given the drive link if you are collecting virtually
  - Donation bin drop-off will begin the week of September 9th\*
- Official Kickoff - Monday, September 23rd\*\*
  - Official Wrap-Up - Sunday, September 29th\*\*
  - Pickups will take place starting the week of October 9th
  - Week of September 25th you will be sent a Post Drive Assessment 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.

\*\*Feel free to start or finish your drive on whatever dates work best for you.

# Hosting a Successful Diaper Drive

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## 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 for the site who will help promote the drive for the organization/community. 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. (Tip: 50 diapers is ~1 month of support for 1 child)
- Give employees multiple ways to engage in the drive based on what works best for you.
- Encourage your community to purchase sizes 5 and up, and wipes. These are the highest needed diapers.

### What is Diaper Need?

Diaper need is the lack of a sufficient supply of diapers to keep an infant or child clean, dry, and healthy.

# Promote! Promote! Promote!

Social media, emails, and newsletters are the easiest way to promote the cause and your drive. Utilize your organization's forms of communication to let your community know about the drive. Feel free to use our flyers and letter templates below.

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  
Sept. 23rd-29th

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



See details below on how you can help

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**shareourspare™**

**Follow us on our social  
media platforms**



@shareourspare



Share Our Spare



Share Our Spare

There is also a sample drive flyer, letter, and posts 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 2024 DIAPER DRIVE

1 IN 2 FAMILIES STRUGGLE TO AFFORD DIAPERS

DIAPERS ARE NOT COVERED BY  
GOVERNMENT ASSISTANCE



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SEPTEMBER 23RD - 29TH 2024

Help end diaper need by donating size 5 and up  
diapers and wipes.

Open packages of diapers are gladly accepted!

For more info visit [www.shareourspare.org](http://www.shareourspare.org)

**shareourspare**<sup>™</sup>

**1 in 2 families experience diaper need.**



**Donate size 5+ diapers and wipes to our 2024 NDNAW drive. More info below**



**28%**  
of parents experiencing diaper need reported skipping meals to afford diapers.

more info on our donation drive below



**share our spare™**

**without diapers, babies cannot participate in early childhood education. without this childcare, parents cannot go to work.**

**national diaper need awareness week donation drive september 18th-24th, 2024**



# Sample Letter for Your Organization to Share

Please make modifications based on how you are hosting your drive

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Subject: Diaper Drive September 23rd-29th, 2024 for Share Our Spare

Dear Colleagues,

[ORGANIZATION NAME] is proud to partner with Share Our Spare to host a diaper drive from September 23rd - 29th, 2024, to help ensure that all Chicago area kids have access to a sufficient supply of clean diapers. 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.
- Diaper need is the lack of a sufficient supply of diapers to keep an infant or child clean, dry, and healthy.
- 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 2 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 one month of community sponsored diapers for the 2,000 children they provide for monthly. This will be about 200,000 diapers this National Diaper Need Awareness Week! Support this initiative 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 5 and up diapers and/or wipes for [LOCATION NAME] collection drive. The donation area will be located at [LOCATION] during the week of September 23rd. Open packages of diapers are accepted!
- Making a monetary donation [here](#) to help Share Our Spare purchase diapers at cost.
- Follow @shareourspare for other ways to get involved throughout the week.

For more info, please visit [shareourspare.org](https://shareourspare.org) or email [Sydney@ShareOurSpare.org](mailto:Sydney@ShareOurSpare.org)

Thank you in advance for helping end diaper need!

Best regards,  
[YOUR NAME]



# Questions?

EMAIL [SYDNEY@SHAREOURSPARE.ORG](mailto:SYDNEY@SHAREOURSPARE.ORG)