

INTRODUCTION

Thank you SO MUCH for supporting the **WV DiaperPlus Initiative** this year. We deeply appreciate your assistance with this diaper drive. Together, we can collect as many diapers as possible this season!

Included in this **Diaper Drive Playbook** are key steps and resources that can be printed, customized, and distributed for your organization. Review all the materials to become acquainted with what's here and identify an optimal timeline for your organization's Diaper Drive.



WVDPI TEAM



Carolina, Heidi, & Lindsay

WE'RE HERE FOR YOU!

Please reach out to the WVDPI Team with any questions or support needs!

Email

304.278.4753

Phone

wvdiaperplus@gmail.com

SCAN ME!



WVDPI.ORG



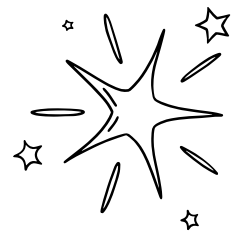


Diaper Drive Playbook Contents



The Diaper Drive Playbook includes the following materials that coincide with the timeline & checklist (next page):

- Diaper Drive Timeline & Checklist
- Email Template: Intention & Support
- Diaper Drive FAQ
- Diaper Drive Social Media Tips for Kick-Off
- Email Template: Kick-off Announcement
- Email Template: Reminder Email
- Email Template: Gratitude Email
- Diaper Donations Collection Form
- Flyer: Diaper Drive Announcement
- Sign for Diaper Drop Off location



TOGETHER, WE MAKE A DIFFERENCE IN OUR COMMUNITY! THANK YOU!



DATES OF OUR DIAPER DRIVE: _____

WVDPI Diaper Drives typically last for two weeks. Your Drive could last longer than 2 weeks, but we don't recommend it last less than that timeframe.

<p>ASAP</p>	<p>Obtain approval at your organization so you have all the support needed to make this diaper drive a success (email template included). Also, identify a location in your place of business where diapers can be dropped off and stored during the drive.</p>	<p>DATE _____</p>	<p><input type="checkbox"/> DONE!</p>
<p>Before Day #1 of Drive</p>	<p>Print—or digitally share—the customizable PROMOTION FLYERS to build excitement within your organization. Also, print copies of the included DROP OFF HERE posters and place them where diapers will be collected & stored.</p>	<p>DATE _____</p>	<p><input type="checkbox"/> DONE!</p>
<p>Day #1 of Drive</p>	<p>Kick-off the Diaper Drive and announce it within your organization. Ways to announce: email, newsletter, internal social media, team meetings, etc. Use the customizable ANNOUNCEMENT EMAIL in this playbook, or draft your own shout-outs.</p>	<p>DATE _____</p>	<p><input type="checkbox"/> DONE!</p>
<p>Around Day #5 of Drive</p>	<p>Use the customizable REMINDER EMAIL and send it out so you can share Diaper Drive progress! The email can also be adapted for social media outlets. Consider offering small incentives for participation!</p>	<p>DATE _____</p>	<p><input type="checkbox"/> DONE!</p>
<p>A few days before the end of the Drive</p>	<p>Reach out to WVDPI to confirm the pick up of diapers and other logistics. Contact us: 304.278.4753 or wvdiaperplus@gmail.com</p>	<p>DATE _____</p>	<p><input type="checkbox"/> DONE!</p>
<p>After WVDPI has collected diapers</p>	<p>Send customizable THANK YOU LETTER to members of your organization. Encourage them to check out further diaper drive progress by going to WVDPI's Facebook page!</p>	<p>DATE _____</p>	<p><input type="checkbox"/> DONE!</p>

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Diaper Drive Intention & Support Email

☆ CUSTOMIZE ME!

Obtain approval from the individual(s) at your organization who would normally approve these types of initiatives. This will ensure you have all the support that is needed to make this diaper drive a complete success! Copy/Paste the following email draft and customize with your essential information.

To: Individual who needs to approve and will mostly likely be the Sponsor of this Diaper Drive in your organization

From: You, the Diaper Drive Coordinator

Timing: ASAP

Subject: Request for Support: WV DiaperPlus Initiative Diaper Drive

Hello [Name],

I am writing to seek your support for an important initiative that I believe aligns with our company's values and commitment to community service. We are planning to partner with the WV DiaperPlus Initiative (WVDPI) to host a diaper drive within our organization. WVDPI is a registered 501(c)(3) nonprofit organization, and our contributions are tax-deductible. This drive aims to collect diapers for families in need across our community, addressing a critical gap that many families face.

The drive is scheduled to run from [Start Date] to [End Date].

How You Can Help:

Your support are crucial to the success of this Initiative. We need your approval to proceed with the drive and to encourage participation among our colleagues. Additionally, your leadership in promoting this cause will significantly enhance our efforts.

I have attached an FAQ about the Diaper Drive, so you can learn more about our intention.

Thank you for considering this request. I am confident that with your support, we can make a meaningful impact on our community. Please let me know what questions you have.

Best regards,
[Your Name]
[Your Title]
[Contact Information]



FREQUENTLY ASKED QUESTIONS ABOUT THE DIAPER DRIVE

Why is our company participating in this diaper drive versus other community activities?

While there are many worthy causes to support, we chose this diaper drive because it addresses a critical and often overlooked need. Diapers are essential for the health and happiness of babies, and many families struggle to afford them. By contributing to this drive, you are not only providing a basic necessity but also bringing comfort and joy to little ones and peace of mind to their parents. Your support helps ensure that every baby in our community can stay clean, dry, and happy, making a significant, tangible impact on local families. Together, we can create a brighter, healthier future for our youngest and most vulnerable members.

Who is part of WVDPI? What is their track record?

WVDPI is led by three dedicated community members: Carolina Aguilera, Lindsay Weglinski, and Heidi Sherwin. These women have already donated thousands of boxes of diapers to families in need during the past few years. Their passion and hard work have made a huge difference, but they need your support to continue helping babies in our community thrive. Your generosity can make a real impact!

What types of diapers are needed?

We accept all sizes of diapers/pull-ups, from newborn to toddler. Only disposable diapers are being collected.

Can I donate partially used packs of diapers?

Yes, we accept partially used packs of diapers as long as they are clean and in good condition. Please ensure that the packaging is intact to maintain hygiene standards.

Can I make a monetary donation instead of diapers?

Yes, monetary donations are also welcomed.

Please visit our website: <https://wvdpi.org> and click the DONATE NOW button.

SCAN ME!



How will the donated diapers be distributed?

All collected diapers will be given to the WVDPI, which will distribute them to families in need within Monongalia County. Distributions are usually handled by working with organizations like the Pantry Plus More, St. Ursula's Food Pantry and Outreach, and WV Drug Free Moms & Babies.

Can I volunteer with WVDPI?

Absolutely! WVDPI welcomes volunteers to help with collecting, sorting, and distributing diapers. Please reach out to Carolina Aguilera at 304.278.4753 if you are interested in volunteering.

Are donations tax-deductible?

WVDPI is a registered 501(c)(3) nonprofit organization, and your contributions are tax-deductible.

How do I stay updated on the diaper drive progress and who can I contact if I have more questions?

Please follow [WVDPI's Facebook page](#) for Diaper Drive updates. Send questions to WVDPI email: wvdiaperplus@gmail.com



Kick-off the Diaper Drive and announce it within your organization. Ways to announce: email, newsletter, internal social media, team meetings, etc. Use the customizable **ANNOUNCEMENT EMAIL** in this playbook, or draft your own shout-outs. See below for more ideas.

SOCIAL MEDIA

Facebook and Instagram can be great tools for getting the word out about your organization's Diaper Drive.

Ways to maximize Social Media:

- ♥ Create a FB Event and invite your friends.
- ♥ Announce the dates of your Diaper Drive and share WVDPI Website link for monetary donations (see FAQ).
- ♥ Share photos of your progress and include people dropping off their diaper donations.
- ♥ Encourage co-workers to "Like & Share".
- ♥ Use hashtags (#) in your post to build awareness.
#(your business)
#WVDPI
#EndDiaperNeed
#DiaperDriveSuccess



CONTENT EXAMPLES

I believe all babies deserve clean diapers. Please show support by donating to my diaper drive in partnership with #WVDPI!



Small things impact big things. That is why I'm holding a diaper drive at (your organization) in partnership with #WVDPI. Please consider giving today (add time a location details)



Every diaper counts. Help make a difference in a family's life today. Donate to my diaper drive that will be taking place (location).



**Follow WVDPI on Facebook:
@WestVirginiaDiaperPlusInitiative
We have graphics you can use for your personal & organization's posts.**

TOGETHER, WE MAKE A DIFFERENCE IN OUR COMMUNITY! THANK YOU!





Diaper Drive Kick-Off Announcement Email

☆ CUSTOMIZE ME!

Kick-off your Diaper Drive with an Announcement Email and attach the FAQ sheet. Copy/Paste the following email draft and customize with your essential information.

To: All employees who may be interested in being part of the diaper drive in your organization

From: The person in your organization sponsoring the diaper drive

Timing: Day 1 of Diaper Drive (can also send a day earlier)

Subject: Join Us in Supporting Local Families - Diaper Drive

Dear Friends,

We are thrilled to announce that our organization is partnering with the WV DiaperPlus Initiative (WVDPI) to host a diaper drive! From [Start Date] to [End Date], we will be collecting diapers to support families in need across our community.

The Need

Did you know that nearly half of U.S. families with young children struggle to afford diapers? In West Virginia, 23% of families earn less than 100% of the Federal Poverty Level, and almost half of all births in our state are covered by Medicaid. An average monthly supply of diapers can cost at least \$80, a burden many families simply cannot bear.

The Impact

The driving force behind WVDPI's diaper drive is the realization that essential items such as diapers are not covered by programs like the Supplemental Nutrition Assistance Program. WVDPI exists solely to provide free diaper supplies to families in Monongalia County, ensuring that every child has the essentials they need to thrive.

How You Can Help

Diapers are a basic need for all babies, essential to their health and well-being. Keeping infants and toddlers clean, dry, and healthy helps build the strong foundation all children require to reach their full potential. By participating in this diaper drive, you are helping to alleviate this critical need and making a tangible difference in the lives of families.

It's simple to help! Bring your diaper donations to the designated collection points located at [Location Details]. Every diaper counts and makes a significant impact. All sizes are welcomed!

Thank you for your generosity and support! Together, we can make a difference in our community. Please check out the attached FAQs and contact me with any questions.

Warmest regards,
[Your Name]



Send out a reminder email so you can share Diaper Drive progress! The email can also be adapted for social media outlets. Consider offering small incentives for participation! Copy/Paste the following email draft and customize with your essential information.

To: All employees who may be interested in being part of the diaper drive in your organization

From: The person in your organization sponsoring the diaper drive

Timing: About 5 days after starting the diaper drive

Subject: Diaper Drive Update: We're Making Great Progress!

Dear Friends,

I wanted to share an exciting update on our WV DiaperPlus Initiative Diaper Drive! Thanks to your generosity, we have already collected [Number] diapers!

This is a fantastic start, but we still have a way to go to reach our goal of [Include Goal Number] diapers by [End Date].

How You Can Help:

- **Donate More Diapers:** Every diaper counts! Please bring your donations to the designated collection points at [Location Details].
- **Donate Funds To Buy Diapers:** Yes, monetary donations are also welcomed! Please go to the WVDPI website and click the **DONATE NOW** button (<https://wvdpi.org>).
- **Spread the Word:** Encourage some other colleagues to participate. The more people involved, the greater our impact.

Thank you for your continued support and generosity. Together, we can make a significant difference for families in our community.

Best regards,

[Your Name]

[Your Title]

[Contact Information]



Send a **THANK YOU LETTER** to members of your organization. Copy/Paste the following email draft and customize with your essential information.

To: All employees who were part of the diaper drive in your organization

From: The person in your organization sponsoring the diaper drive

Timing: At the end of the diaper drive

Subject: Diaper Drive Success - Thank You for Your Generosity!

Dear colleagues,

I am overjoyed to share that our Diaper Drive has been a tremendous success, all thanks to your incredible generosity and support! We collected over [insert #] diapers!

Your donations have made a significant impact, and we are well on our way to helping many families in need. Every single diaper you contributed brings us closer to ensuring that all children in our community have the essentials they need to thrive. Imagine the smiles on the faces of babies who will now be clean, dry, and happy because of your kindness.

Your contributions are not just providing diapers; they are bringing comfort and joy to little ones and peace of mind to their parents.

To stay updated on the progress of this diaper drive and see the difference your contributions are making, please visit the [WV DiaperPlus Initiative's Facebook page](#). Your continued support and enthusiasm are greatly appreciated.

Thank you once again for your kindness and generosity. Together, we are making a real difference!

Warmest regards
[Your Name]

TOGETHER, WE MAKE A DIFFERENCE IN OUR COMMUNITY! THANK YOU!





Diaper Drive Collection Form

☆ PRINT ME!

Keep track of your Diaper Drive inventory with this Collection Form.
 Give this form to WVDPI when they pick up your donations. Thank you!

SIZE/ITEM	# OF DIAPERS
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NEWBORN	<input type="text"/>
SIZE 1	<input type="text"/>
SIZE 2	<input type="text"/>
SIZE 3	<input type="text"/>
SIZE 4	<input type="text"/>
SIZE 5	<input type="text"/>
SIZE 6	<input type="text"/>
PULL UPS	<input type="text"/>
WIPES/MISC.	<input type="text"/>

Organization/Group Name:

Contact Person:

Phone:

Email:



TOTAL DONATIONS

NUMBER OF DIAPERS

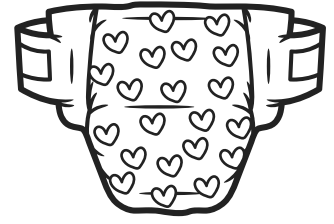
NUMBER OF WIPES

TOGETHER, WE MAKE A DIFFERENCE IN OUR COMMUNITY! THANK YOU!



Please Support Our

DIAPER DRIVE



**HELP FAMILIES
GET ACCESS TO
FREE DIAPERS!**

DATES:

CONTACT PERSON:

DROP OFF LOCATION:

SCAN ME!



Thank You!

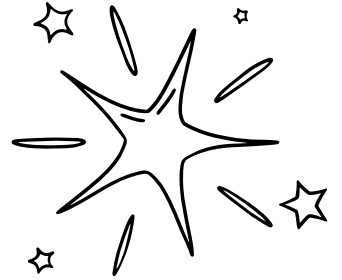
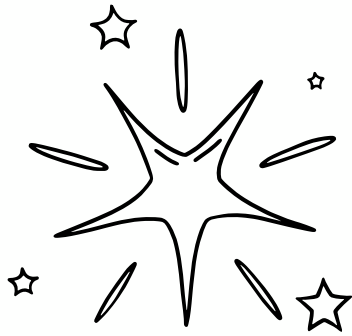
Monetary donations are also welcomed! Use the QR Code to donate directly to WVDPI. Funds will be used to purchase diapers.



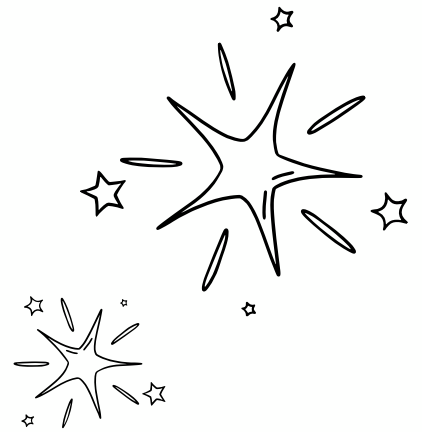
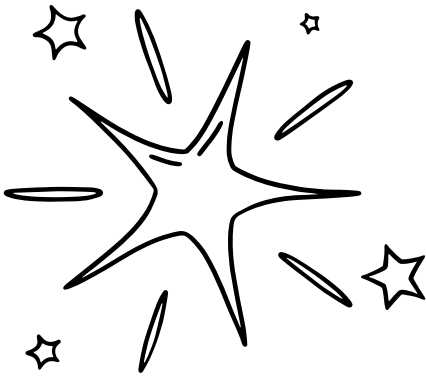
We're partnering with WV DiaperPlus Initiative to collect diapers for families in need across our community, addressing a critical gap that many families face.



**WOO-HOO!! THANK YOU FOR YOUR DONATION! TOGETHER,
WE'RE HELPING FAMILIES GET ACCESS TO FREE DIAPERS!**



DIAPER DONATIONS HERE



We're partnering with WV DiaperPlus Initiative to collect diapers for families in need across our community, addressing a critical gap that many families face.

Monetary donations are also welcomed! Use the QR Code to donate directly to WVDPI. Funds will be used to purchase diapers.

