

# HOW TO HOST A SUCCESSFUL DIAPER DRIVE



## SET A DATE

Diaper drives can be set for any time of the year. You can even choose to have a diaper drive to celebrate an anniversary, birthday, or any special occasion!



## COLLECT DONATIONS

We accept diapers for babies, toddlers, youth, and seniors. Diapers can be in opened and unopened packages (all diapers are repackaged for clients by our volunteers).



## DROP-OFF DONATIONS

Once your drive is complete, please drop-off your donations to Keeping Families Covered at our office during normal business hours. If you'd prefer a pickup of your donations, please let us know!

## WHY A DIAPER DRIVE?

Do you want to help local families? Hosting a diaper drive is a great way to donate diapers and spread awareness of the diaper gap, plus it's easy! Diapers are one of the most basic needs for a family, but for low-income families, diapers can sometimes be a luxury and are often times rationed. A simple item such as diapers can change a family's life.

Help make a difference today with Keeping Families Covered!

## CONTACT US

### LAKE COUNTY

3250-B N. Oak Grove Ave., Waukegan, IL 60087  
(224) 637-1644

9:00am to 2:30pm, Monday-Friday  
BY APPOINTMENT ONLY

### MCHEMRY COUNTY

4138 W. Orleans St., McHenry, IL 60050  
(815) 385-5437

10:00am to 12:00pm  
First 3 Wednesdays of every month

[keepingfamiliescovered.org](http://keepingfamiliescovered.org)  
[info@keepingfamiliescovered.org](mailto:info@keepingfamiliescovered.org)

# PROMOTING YOUR DRIVE ON SOCIAL MEDIA

## THE POWER OF SOCIAL MEDIA

Social media is a powerful and effective tool for expanding your reach! When you've finalized the details of your diaper drive, create a Facebook event and post to your story. Ask your friends and family to share. You'll be amazed by how quickly everyone will hear about your diaper drive!

### FACEBOOK

- 👤 Create a Facebook "Event" and invite all your friends and family. This way you can keep track on interest and post updates in one place.  
*Make sure you add Keeping Families Covered as a co-host so we can share it!*
- 👤 Share your story and tell your friends why this cause is so important to you! Stories are inspiring to others.
- 👤 Thank donors by giving them a shout-out and tagging them in your posts!
- 👤 Use plenty of photos! Canva is an excellent, free tool for creating graphics.

### INSTAGRAM

- 👤 Share pictures of your diaper drive flyer, donations, EVERYTHING! Utilize your stories for this too.
- 👤 Utilize the location tagging tool to tag your collection locations or to tag Keeping Families Covered.
- 👤 Make sure to tag Keeping Families Covered (@keepingfamiliescovered) and anyone else that you want to get involved.
- 👤 Utilize your stories to give updates and to thank you donors.

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## SOCIAL MEDIA EXAMPLES:

1. Did you know? 1 in 2 families are affected by #diaperneed. Donate to my diaper drive to keep babies clean, dry, and healthy.  
@keepingfamiliescovered
2. One diaper can make a difference. That's why I'm hosting a diaper drive on behalf of @keepingfamiliescovered. Please consider giving today (*insert date, time, and location details.*)
3. I believe all babies deserve clean diapers. Please show your support by donating to my diaper drive!  
(Insert diaper drive flyer or graphic)



@keepingfamiliescovered



@keepingfamiliescovered



@keepingcovered

# SETTING UP YOUR OWN FACEBOOK FUNDRAISER

## WHY FUNDRAISING?

Monetary donations go 3-4x farther than diaper donations because of special partnerships we have with distributors. For every dollar donated, 94 cents goes directly towards programs that help families affected by diaper need. When you set up a Facebook fundraiser alongside your diaper drive, you're tripling your impact on the community.

## STEP ONE

To get started, type into your browser's address bar [facebook.com/fund/keepingfamiliescovered](https://facebook.com/fund/keepingfamiliescovered) or visit the Keeping Families Covered Facebook page in the app!

## STEP TWO

Set an internal goal and tell your story! Your dedication to the cause will inspire others to give and get involved.

## STEP THREE

Jump start your fundraising efforts by being the first to make a donation!

## STEP FOUR

Share your fundraiser and invite your friends and family to make their own donations!



## QUESTIONS?

Visit our website and leave us a note!  
[keepingfamiliescovered.org/contact](https://keepingfamiliescovered.org/contact)

