



How to Get Started

Organizing a diaper drive is one of the easiest ways and most effective ways to reduce diaper need in Rhode Island. A little bit of effort goes a long way towards helping some of the 45,000 Rhode Island children living in poverty. But how do you get started organizing a diaper drive? It's really quite simple. These are the questions you'll want to ask – and answer – before starting your drive:

How long is your drive?

For small communities and organizations, you may want to consider doing a short drive, perhaps a week or two, to keep the amount of supplies you collect manageable and create a sense of urgency to donate. For a larger drive, you may want to consider doing an entire month to maximize your efforts. It's all about what works for you and the people/organizations involved.

What/where are the drop-off locations?

You want your locations to be easy to find and accessible. You also want clearly marked and highly visible collection bins. Placing bins in high traffic locations is likely to increase the number of diapers you collect. It's important to keep in mind what is manageable for you or your organization in terms of monitoring and collection.

What is the theme?

Some people choose to do themes for their drives, perhaps based on a season or date, like back-to-school or Mother's Day. Some even choose to do more elaborate themes like "Stuff the Bus", in which participants try to fill a school bus with donations. Some choose to have no theme at all and simply collect donations for a specified period. Think about what is likely to create the most excitement for your drive among your intended audience or community.

Who is involved?

You may need volunteers to help with logistics, transportation, or collections. You may want to consider enlisting community partners or other organizations to help promote your drive.

What is the logistics?

Donations can take up a lot of space very quickly. You'll want to think in advance about storage and transportation of the supplies you collect. You may find you need to periodically empty collection bins throughout your drive. Also, be sure to contact us at 401-773-4250 or info@projectundercover.org to make drop-off or pick-up arrangements for the conclusion of your drive.

How will you promote it?

This kit includes several promotional materials to get you started, including flyers, signs to mark your drop-off locations, a fact sheet about diaper need, and graphics you can share on social media. You may want to consider things like press releases to local media outlets, print and/or email newsletters from your organization or other partners, and social media campaigns. Connect with us at Facebook.com/ProjectUndercover and we'll be happy to share your posts.

What is the follow up?

Press releases after the fact can also serve to raise awareness of your drive and encourage others to do their own. Be sure to get photos from your drive that you can share with us and your own networks. Posts re-caps and thank you messages to social media. Maybe someone else will be inspired to help!