

5 Steps for a Diaper Drive at a Business

Having a diaper drive at a business is a great way to collect material resources to help women who choose life for their children.

1. Contact a local Pregnancy Resource Center (PRC), introduce yourself and tell them what you are planning to do. **Ask what materials they need.** Visit www.optionline.org to find a nearby PRC.

2. Ask to speak to the manager at a local business, such as Wal-mart or Target. Introduce yourself, explain what you are planning to do and **ask permission to hold the drive at their store. Avoid being controversial,** this isn't about pro-life or pro-choice, this is simply an effort to help low-income mothers and their children. You may also want to ask how many shoppers they expect to get on a typical Saturday so that you know how many fliers you should print out.

3. Recruit students to help, make a schedule, and try to have at least **four students on duty at all times.** You will need a minimum of one person standing near every entrance of the store to pass out the fliers, and you will need students to accept the donations as people leave.

4. Gather your materials. You will need to **create the flier** that you will pass out to shoppers as they enter the store. The flyer should **ask shoppers to purchase one or more of the items on your list** and donate it on their way out of the store. Briefly explain that the goal of your diaper drive is to provide assistance to pregnant women and low-income families. **You may need to turn in a copy of this flier to your contact person at the store for approval.** Print out however many fliers you need based on the estimated number of shoppers you got from the store. You will also need to **obtain boxes and/or a table for collecting the donations.** Decorating the table with a poster and pink and blue balloons will help get the shoppers' attention.

5. Hold the Diaper Drive!

When you have completed steps 1-4 your preparations are complete. You are ready to hold your diaper drive! On the day of the drive **volunteers should arrive at the store when it opens,** if possible. Pass out the fliers to all who enter the store with a smile and a brief "good morning, please do what you can to help moms and babies in ((your city))." When you receive

a donation, proudly display it on the table or in the boxes, when people see that others have donated, they will be more likely to donate. After the drive, pack up the car and **drop off the donations at the PRC. Write thank you notes** to the store and anyone else who helped with the drive.

