

Baby Basics provides free nutritional formula and diapers for babies, newborn through two years of age, along with a safety net of emotional support and referrals for low-income families living and/or working in Bergen County. Baby Basics has been keeping babies happy, healthy and dry for over 25 years!

Hosting a supply drive for Baby Basics is easy and fun. Local diaper drives allow us to collect thousands of diapers each year, helping to ensure that no parent has to choose between diapers and food, medicine or paying rent to keep their babies strong and healthy. Thank you for helping us to change lives—from the bottom up!

GETTING STARTED

1

Choose your date and location.

2

You can register your event online at: CAFSNJ.org/baby-basics-drive or complete the form in this kit and mail it in.

3

Contact our Volunteer and Resource Specialist at 201- 261-2800 ext. 7104 for additional guidance.

SETTING UP YOUR DRIVE

The duration of a typical diaper drive is usually one to four weeks, depending on your organization. Select the time frame that best suits your organization. Consider a fun theme or timing your drive with a particular event.

Designate a drop off area for the diapers and supplies. Decorate a large box, bin or use a pack 'n play to collect the diapers. Decorating with baby items is a great way to have fun and to draw attention to the donations. The more people who see the donations, the more likely they will donate! A large box covered in baby gift wrap works well.



CHILDREN'S AID
AND FAMILY SERVICES

| 201-261-2800 | 200 ROBIN ROAD | PARAMUS, NJ 07652 | CAFSNJ.ORG

PROMOTING YOUR DRIVE

For optimal results, you should provide information about the Baby Basics program and its mission to all individuals in your organization. Baby Basics' mission is to help low-income, working families with babies under the age of two, meet their basic needs. You can find additional information in your Tool Kit, and a Baby Basics program representative is available to speak with your group.

DELIVERING YOUR DONATION

At the end of the drive, gather all the donations in boxes or bags and contact our Volunteer and Resource Specialist to set up a time for drop-off or pick-up.

Monetary donations to Baby Basics (checks made out to Children's Aid and Family Services with a designation to "Baby Basics" on the subject line) are also greatly appreciated! Through our diaper purchasing partnerships, we receive discounts that maximize your donation and stretch your dollar to keep more babies clean, dry and healthy!

GIVING RECOGNITION

Please give our Volunteer and Resource Specialist all the necessary information regarding who, what, when and where the drive took place so everyone involved can be recognized!

If you would like to collect the names and contact information for individuals who contribute supplies to the drive so that we can thank them for their generosity and keep them informed about our programs, please use the contact sheet in this Baby Basics Supply Drive Tool Kit to easily record this information. We'll be sure to send a note of appreciation for their generous donations! (Baby Basics will not share this contact information with other businesses or organizations.)

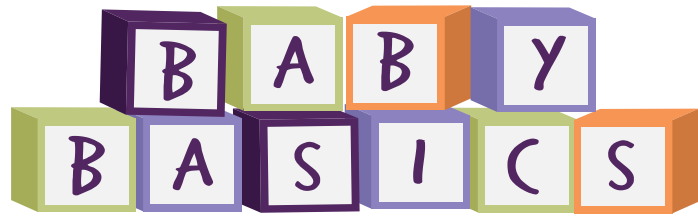
CONGRATULATIONS AND THANK YOU

You have provided a tremendous service to families and children in need in our community!



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DIAPER DRIVE IDEAS

LOCATIONS/GROUPS

- Workplaces
- Schools and Child Care Facilities
- Places of Worship
- Rotaries and Other Service Clubs
- Girl Scouts/Boy Scouts
- Private Parties
- Libraries
- Gyms
- Grocery Stores/Pharmacies

THEMES FOR YOUR DRIVE

- Baby Showers
- Birthdays
- Mother's Day
- Office or School Competition
- Baby Olympics
- Diaper Dash
- Holiday-related Themes
- Any Special Occasion

PUBLICIZE YOUR DRIVE

- Post flyers in your neighborhood or office
- Advertise in your newsletter or local newspaper
- Promote the drive on Facebook, Twitter and other social media
- Add to your email signature line
- Share the drive information with Children's Aid and Family Services, so we can promote your drive to our friends, supporters and followers
- Post flyers in local businesses
- Post flyers in your library

OTHER TIPS FOR A SUCCESSFUL DRIVE

- Educate everyone involved about diaper need
- Host a kickoff event
- Set a goal and track your progress
- Provide an incentive for the most diapers collected
- Recruit a volunteer committee to help run the diaper drive
- Take pictures to share in your recap and for future publicity
- Personally thank your donors for their generosity



BABY BASICS SUPPLY DRIVE REGISTRATION FORM

Name of Organization

Contact Name & Title

Street Address

City

State

Zip

How many members or employees
are in your group/company?

Start Date of Supply Drive

End Date of Supply Drive

Location of Baby Supply Drive

- Yes, please publish our drive on your website so that the public may drop off diapers.
- We will arrange for delivery of the donated baby supplies when the drive is concluded; or
- We will need someone to retrieve the baby supplies when the drive is concluded.
- We would like a Baby Basics representative to speak to our group.

Please email this completed form to cdiomede@cafsnj.org or mail to:

**Children's Aid and Family Services
200 Robin Road
Paramus, New Jersey 07652**

**Attention: Christina Diomede,
Volunteer and Resource Specialist**



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