



Hosting a Diaper and/or Period Products Drive

First, **THANK YOU** for offering to host a diaper/period products drive to benefit our clients at Basic Necessities! Your donations will be distributed to families in need throughout the ArkLaTex region.

For struggling families, the cost of basic items like baby diapers and period products can be a huge burden. Public assistance programs like WIC, SNAP and Medicaid do not cover the cost of these supplies for regular day-to-day use. Basic Necessities provides these items free of charge to people who cannot afford them; this allows them to use their resources to cover food and housing costs, while maintaining their health and dignity. We also provide free period products to several local public schools to help eliminate period poverty among students who cannot afford sanitary supplies.

The Basic Necessities Team enjoys partnering with groups like yours for diaper and period product drives! Your support keeps our shelves stocked, and our community healthy.

To keep your drive easy & fun, we have a few simple guidelines for both virtual and in-person drives.

1. The Virtual Drive

A virtual drive is contactless, and all donations take place online. Supplies are shipped directly to Basic Necessities for distribution to our clients.

- Begin by marketing your virtual drive for FREE via email, social media, and/or an article in your newsletter so potential donors will be aware of the event.
- Be sure to include links directing people to our Wish List at Amazon.com: <https://a.co/gFuPWLt>, and our Walmart Gift Registry: <https://www.walmart.com/registry/RR/960c3f67-6c49-4856-bf4d-c7d021bbd91f>.
- Some donors may want to make a tax-deductible financial contribution directly to Basic Necessities, so share our online donation page in your event marketing: <https://www.BasicNecessitiesLA.com/donate>
You can also use this QR code on all printed & online marketing materials. It directs donors to the Basic Necessities website and can be easily copied & pasted from this document.



- Consider using the following messaging when promoting your drive:

“Infrequent diaper changing can cause urinary tract infections and secondary skin infections among babies. This can result in unnecessary illness and expensive doctor visits. You can help! Your online donation will provide diapers for children right here in the ArkLaTex. Simply purchase diapers through Basic Necessities’ Amazon & Walmart Wish List links, and they will be shipped directly to Basic Necessities for distribution to local families in need.”

“Did you know that the SNAP, WIC & Medicaid programs - which help provide healthy food to women and children - do NOT cover period supplies? According to Period.org, more than 4 in 5 students in the U.S. have either missed class time or know someone who has missed class time because they did not have access to period products. You can help! Simply purchase diapers through Basic Necessities’ Amazon & Walmart Wish List links, and they will be shipped directly to Basic Necessities to distribute to families & public-school students in need throughout the ArkLaTex.”

- Don't forget to include a clickable link to our Amazon Wish List (the URL is: <https://a.co/gFuPWLT>), and our Walmart Registry (the URL is: <https://www.walmart.com/registry/RR/960c3f67-6c49-4856-bf4d-c7d021bbd91f>)
- Tag Basic Necessities on your social media posts, and we'll share your drive information with our followers!

2. The In-Person Drive

- Use the same marketing suggestions recommended for a virtual drive, but include a drop-off date, location & time.
- Secure the drop-off location and volunteers for your drive, promote the event, then contact the Basic Necessities Team to pick up the donated items after the drive ends. Be sure to keep an accurate count of all donations you receive!

That's it! Included with these instructions is an image that you can use in your marketing materials. If you have **any** questions, please contact us at 318.751.0851, or via email at BasicNecessitiesLA@gmail.com.

