



WestSide Baby
basics for children in need

donation drive

Host a Drive to make a difference in the lives of thousands of local children.

Did you know...?

- Car seats save lives and we fill only 30% of the requests
- In 2016 we provided clothing bags to over 7,000 growing kids
- Every bag includes a book and a toy
- 1 in 3 families struggle to afford diapers
- Food Stamps do not cover diapers or hygiene items like shampoo, diaper cream and baby wipes
- Providing a few of the critical material things kids need allows parents to pay other bills and work toward becoming self-sufficient



Step 1: Sign Up!

Email drives@westsidebaby.org or call (206) 767-1662. WestSide Baby will provide you with support and materials.

Step 2: Set a Goal

Let us know how many diapers, books, pairs of pants or car seats you think you can collect. 25, 500, 1,000, 15,000?

Step 3: Decide When and Where

Drives can be a one-time event or last over a period of time, from one week to a month. Hold one at your work, school, church or in your home. Include a drive as part of an event, celebration, BBQ or birthday party.

Step 4: Promote Your Drive

Spread the word and let people know you need help to reach your goal. Shout it out via email and social media. Start an Amazon wish list, we can show you how.

Step 5: Collect Donations: Diapers, Wipes, Pants, Car Seats, Cribs.... or Cash

You can host a drive anywhere. Decorate a big box or clear a space for diapers to be stacked. Put up the posters we give you. Make it visible. You can put out a jar to collect cash donations and we'll do the shopping. Make sure everything is secure!

Step 6: Drop Off Donations

Once your drive is complete, bring collected items and any cash donations to WestSide Baby's donation drop off location at 10002 14th Ave SW, Seattle, WA 98146. Let us know in advance that you're coming so we can roll out the red carpet.

Step 7: Celebrate!

Celebrate your success and be sure to thank everyone who helped! Together we're keeping kids in our community safe, warm and dry.



CREATIVE TIPS FOR YOUR DRIVE:

INCREASE THE SUCCESS OF YOUR DRIVE

Here are some ideas to get your drive off to a great start. Feel free to come up with your own creative methods!

- Students vs. teachers competition at your school.
- Girls Night Out at your house – Bring donations instead of hostess gifts or wipes AND wine.
- Children's birthdays – Collect books or used clothes to donate instead of collecting gifts.
- Summer BBQ – Provide burgers and gather baby hygiene items.
- Dads for diapers – Set up a baby changing competition.
- Baby showers (especially for Baby #2) – When parents have it all already, honor them and collect to donate in celebration of their new baby.
- On-line diaper drive – Spread the word and ask donors to give through our Amazon.com wish list.
- Create a business incentive – Bring in diapers and receive a discount or free latte.
- Scavenger hunt – Have one stop on the hunt be purchasing a package of diapers.
- Add diapers to anything – Just about any gathering is a place for diaper collection. Diapers are a great "entrance fee."
- Any time a group of 2+ people get together is a time for collecting things for kids!

SPREAD THE WORD

There are many ways to spread the word about your drive. We have templates for email messages, fliers, and letters available for your use.

EDUCATE

When advertising your drive, use our electronic drive promotions.

PROMOTE

Advertise your drive via:

- Newsletters at work, church, and school
- Paycheck stuffers
- Email campaigns
- Postings on social media
- Hang fliers
- Email daily facts about WestSide Baby and the community need for assistance



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westsidebaby.org | 206-767-1662

White Center Volunteers & Donations | 10002 14th Ave SW | Seattle, WA 98146
Central Branch Volunteers & Donations | 2301 S Jackson St, Suite 202 | Seattle, WA 98144