

# How to Host a Drive

*Everything you need to know about  
hosting a drive for WestSide Baby.*



WestSide Baby  
*basics for children in need*

# Drive Guidelines

WestSide Baby appreciates your commitment to local children and families in need and we will do our best to ensure that your drive is successful, rewarding and fun! We serve 38,000+ children in our area, and we couldn't do that without your support. **Thank you.**

Hosting a drive is simple. WestSide Baby has been the recipient of diapers and other essential items from office and school drives, birthday parties, church community events, dinner party drives and small business drives just to name a few. There are no limits to how creative you can be!

We ask just a few things from you:

- **Set a goal and promote your drive.** Having a goal will help with your planning (and ours). It's important to tell people what you are collecting and why you are collecting it. Be specific about any diaper or clothing sizes that are needed, how much you would like to receive and the timeframe of your drive.
- **Become a WestSide Baby Advocate.** Check out the [FAQ's & Information](#) sheet to feel confident about answering people's questions. We already know you feel strongly about our mission, and that is why you are the best person to tell others about WestSide Baby.
- **Collect contact information when possible and keep it safe.** WestSide Baby uses this information to thank donors, and will not share any contact information with anyone outside of our organization.
- **Count the items and money you collect.** Counting the total number of diapers, dollars and other items collected is one of the most rewarding experiences of hosting a drive. When your drive ends, take a step back to admire your hard work and be sure to record everything using the [Drive Count & Contact Info](#) sheet. Accurate counts are essential for our efficiency and ability to quickly communicate the success of our campaign efforts.
- **Deliver all donations within one week of your drive.** Getting items to us as soon as possible ensures that we can distribute them to families when they are needed. Please schedule a delivery time by contacting our drive coordinator at 206.686.5890 or [drives@westsidebaby.org](mailto:drives@westsidebaby.org).
- **Return all materials to WestSide Baby.** You may have unused posters, bookmarks and other promotional materials that we can reuse, so please return them to us along with your drive items.



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# Driver FAQ's & Information

## About WestSide Baby:

Families in poverty or crisis face daunting challenges providing essential items for their children's well-being, yet all children need a healthy supply of diapers, warm clothes, and safe equipment to grow up strong.

WestSide Baby has distributed over \$3 million in essential items to local children last year and now serves more than 38,000 children annually. We provide these items in partnership with more than 114+ social service agencies working directly with families.

## Where is WestSide Baby and how do they help my community?

WestSide Baby's headquarters are located in the White Center neighborhood of Seattle. As of 2014, we also operate a satellite location in Seattle's Central District. WestSide Baby provides critical items for children in need throughout western King County.

## What are some drive ideas?

A drive can be as simple as creating a collection area with some posters and sending out a few emails at your office, school, or church. Be sure to check with the appropriate person to make sure you are aware of any rules they may have about drives before you get started. Past drives have included:

Office potluck fundraisers

Dinner party host/hostess gifts

Marathon fundraisers

Diapers/Items in lieu of gifts at a birthday party

Happy hour benefits

Diapers/Items in lieu of gifts at a baby shower

## Did you know?

- Car seats save lives, but we are only able to fill less than 50% of requests.
- In 2016 we provided clothing bags to over 7,000 growing kids.
- Each bag includes a book and a toy.
- 1 in 3 families struggle to afford diapers.
- Providing a few of the critical material things kids need allows parents to pay other bills and work toward becoming self-sufficient.

## What items are needed?

WestSide Baby accepts new and gently used clothing items through size 12, and equipment such as car seats, portable cribs, and highchairs. We also collect diapers, pull-ups and hygiene items such as wipes, shampoo, and diaper cream. For an up-to-date list of most-needed items, please visit our website [www.westsidebaby.org](http://www.westsidebaby.org).



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# Social Media Drive Tips

Promoting your drive using social media can help boost donations and build enthusiasm for WestSide Baby's mission! If you are part of a company, club or community organization, you may also choose to promote your drive on your website or within an email newsletter. Here are some suggested online and social media blurbs for you to customize and use.

## Facebook Posts

### Sample Post:

Car seats save lives, but some families can't afford them. Cribs create a safe sleep environment for babies but some parents are unable to buy cribs. Food stamps cannot be used for diapers and that 1 in 3 families struggle to afford them. Babies born into poor or low-income families can lack the basics that they need to keep them safe, warm and dry. To help address this issue, I am hosting a drive to benefit @WestSide Baby! Will you contribute to the cause? <NAME OF ITEM> can be dropped off at <INSERT LOCATION> on <INSERT DATE> between <INSERT START TIME> and <INSERT END TIME>. The most needed sizes are <INSERT SIZES>. Please contact me for more information or to make other arrangements!

*To post and enable WestSide Baby Facebook link, you will first need to "like" the WestSide Baby Facebook page. Then just type the word "@WestSideBaby" (as indicated above) and select "WestSide Baby" from the list.*

## Twitter Post

### Sample Tweet (140 character max):

Support my drive for @WestSideBabySea! My goal is to collect <INSERT GOAL NUMBER and ITEM> for kids in need – will you help? Reply for details.

## E-Newsletter or Website Copy (for businesses, clubs, and community organizations)

### Sample Copy:

#### Drive for WestSide Baby!

<INSERT DATE OR RANGE OF DATES>

Bring (NAME OF ITEMS) to donate to families in need! Following the drive, we will be delivering all of the donations to WestSide Baby (www.westsidebaby.org). WestSide Baby works with 114+ social service organizations to keep 38,000+ local kids safe, warm and dry each year. Your donation may seem like a small gesture, but it will help relieve a huge burden for families overcoming unemployment, homelessness, and domestic violence. Please contact <INSERT DRIVE COORDINATOR NAME AND CONTACT INFORMATION> for more information.



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# Sample Letter for Mail or Email

## Let's Help Westside Baby Keep More Kids Safe, Warm and Dry!

Did you know that **1 in 3 families in America struggle to afford diapers** for their children? Did you know that car seats save lives but cost upward of \$100? Did you know that cribs create a safe sleep environment for babies, but often parents on a limited income are unable to purchase them? For families who are living below the poverty level often painful choices must be made about how to keep their kids safe, warm and dry.

Did you know...

- Diapers can't be purchased using Food Stamps or any other form of government assistance?
- Car seats save lives, but WestSide Baby are only able to fill less than 50% of requests.
- In 2016 WestSide Baby provided clothing bags to over 7,000 growing kids.
- Providing a few of the critical material things kids need allows parents to pay other bills and work toward becoming self-sufficient.

The fact that this is the reality for so many families is simply unacceptable. I invite you to join me and become a part of the solution by supporting my drive on behalf of **WestSide Baby**. WestSide Baby is a nonprofit organization that works to address these issues by providing essential items to local children in need by collecting and distributing diapers, clothing and equipment. I am hosting a drive of my own to help them serve more than 38,000 children this year!

Here are the details for my event:

Date:

Time:

Place:

Contact:

Sizes (if necessary): All sizes are welcome, but the most needed sizes <insert sizes>

MY DRIVE GOAL IS TO DONATE **INSERT GOAL NUMBER HERE** DIAPERS  
Help me get there by donating diapers or money to purchase diapers!

Thank you in advance for supporting this important drive! Together, we can keep our children safe, warm and dry. Please contact me with any questions you may have.

Thank You! **YOUR NAME HERE**



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