



Stuff the Bus 2021 Campaign

WestSide Baby believes all babies should have the diapers they need. You believe that all babies should have the diapers they need. In King County, **23% of families struggle to afford diapers**. Though diapers are essential, they are not covered by safety-net policies. Food stamps don't buy diapers and they are taxed as a luxury item.

Stuff the Bus is Seattle's largest diaper drive and is your opportunity to collect diapers and dollars to ensure all babies have diapers to be healthy and happy. Host a diaper drive, donate dollars for diapers, or simply send a box of diapers to WestSide Baby today!

#diapersareessential

Why Do We Want You to Stuff the Bus?

A newborn needs up to 12 diapers a day which can average \$100/month. In fact, **1 in 4 families struggle to afford diapers** and suffer from diaper need, a lack of a sufficient supply of diapers to keep a baby clean, dry and healthy. **Stuff the Bus** is WestSide Baby's largest annual outreach event and Seattle's largest diaper drive. Our network of diaper "drivers" help us by hosting drives to collect diapers from May - July to stuff our WestSide Baby bus with as many diapers possible.

Our intention is to advocate for the babies and get one step closer to ending diaper need.

Create a Fundraising Page

Step 1: Create your page

- Visit [STB Give Lively Page](#)
- Click



- Create an account by entering your name, email and password

Whose name would you like to display on your Fundraising Page?

Email

Password

SUBMIT

By clicking submit, you hereby agree to Give Lively's [Terms of Use and Privacy Policy](#).

- Add a note about why you support WestSide Baby and your fundraising goal then click SAVE.

Name on Page

Name is a required field

Add A Note: Why are you passionate about this campaign?

We'll display this publicly on your team page under a section called "A Note From Jayanthi"

Your Fundraising Goal

Set a goal for this campaign in dollars (e.g., \$500). No commas nor decimals necessary.

- Yay, now you are ready to share your page over social media, email and text!

Step 2: Compose an email or social media post to send. Here are sample social media posts (feel free to copy and paste, combine messages or make your own):

- With schools closing and families bracing for the impact of a slowed economy, WestSide Baby is receiving requests from provider partners needing diapers. Everyone knows how important food is, and that cannot be discounted. We must also address other basic needs that have a drastic impact on families. I'm helping raise funds for Stuff the Bus to purchase diapers. Please donate at link to your fundraising page.
- Right here in King County, 23% of families struggle to afford diapers. WestSide Baby believes all babies should have the diapers they need. Advocate for the babies this June & July season by being part of my Stuff the Bus virtual diaper drive for WestSide Baby. #Diapersforallbabies
- Infrequent diaper changing can cause urinary tract infections and secondary skin infections resulting in 1,000,000 pediatric visits per year. The extra stressors placed on families right now will only amplify these issues and no family wants to make extra visits to the doctor. Help me help WestSide Baby. Your donation will go towards the purchase of diapers for a child in King County. Donate at link to your fundraising page.
- Chronic toxic stress of poverty affects a child's brain development, language development, vocabulary, memory, and cognition. Stress affects parental mental health, parenting style, and nurturing. Families report not having diapers is more stressful than not having food. If you're feeling like there is nothing you can do to help, there is. Join my virtual diaper drive. Donate for diapers at westsidebaby.org/donate.

Step 3: Don't forget to include a link to our donation page: [STB Give Lively](#).

Step 4: Break out your contacts; Email, Facebook, Twitter, Instagram, etc., and let everyone know you're hosting a drive.

Step 5: Tag us on social media and we'll share the amazing way you're making a difference during this challenging time.

Follow us on social media!



Our hashtag for this campaign is [#Diapersforallbabies](#)

Host a Virtual Diaper Drive

Step 1: Set up an Amazon wish list or Target registry. You can use WestSide Baby's [Amazon wish list](#) for reference. Decide if you want the diapers shipped to your location or WestSide Baby's White Center hub. **Creating your own wish list and collecting at your house will give you greater control of your drive. You will be able to track donations and thank your friends and family. WestSide Baby currently has limited on-site staff capacity, so it will also help our staff.**

Step 2: If you plan to have the diapers shipped to your location, schedule a time to drop off your drive at the WestSide Baby White Center hub. You can email drives@westsidebaby.org to schedule your drop-off.

Step 3: Launch your drive via social media and email. Share updates with the community as diapers come in. You can post fun photos on social media as the diaper pile up. Don't forget to thank your donors and track the diapers!

Step 4: Drop off your drive!

More Social Media Tips

- Check out westsidebaby.org/stuffthebus2021 for images you can use!
- Tell a story to your friends, family, and community as to why supporting WestSide Baby is important to you.
- Post a link to our website so people can read more about us!
- If you have made a Facebook event page for your virtual diaper drive, please make WestSide Baby a co-host for your event.

Check out our social media feed and our website throughout the campaign for social media graphics to use and share! Email erica@westsidebaby.org for questions regarding social media.