



HOW TO HOST A

baby shower fundraiser

FOR THE
HOOSIER DIAPER PROGRAM

A TOOLKIT BY ALL-OPTIONS





THANK YOU FOR YOUR INTEREST IN HOSTING A BABY SHOWER FUNDRAISER FOR THE HOOSIER DIAPER PROGRAM!

All across the country families are struggling to provide diapers for their children. With disposable diapers costing \$70-\$80 per baby each month, keeping kids clean and dry can quickly become overwhelming and impossible to afford. And because there are no state or federal safety-net programs allocating dollars specifically for the purchase of diapers, parents and guardians have few places to turn for support.

The All-Options Hoosier Diaper Program connects more than 200 families every year to the diapers they need to keep their children healthy. By providing support to families in Monroe County, Indiana, we are working to end diaper need at every turn.

Not only do we supply families with disposable and cloth diapers, baby wipes, and other parenting supplies, such as formula, we also advocate for legislation that promotes better access to diapers and family-friendly policies for all.

By holding a baby shower fundraiser for the Hoosier Diaper Program, you're making a tremendous difference for families who are struggling to make ends meet, trying to decide between paying bills on time and keeping their kids in fresh diapers. And that's not a choice any parent should have to make!

Hosting a baby shower fundraiser for the All-Options Hoosier Diaper Program is as easy as 1-2-3! In this guide, we'll help you think through the various pieces to ensure your event is a success. Thank you for supporting Hoosier families!



DIAPER NEED IS MORE THAN A FOOTNOTE. HERE ARE THE FACTS.

- ▶ 1 IN 3 AMERICAN FAMILIES REPORTS BEING UNABLE TO PROVIDE ADEQUATE DIAPERS FOR THEIR CHILDREN.
- ▶ 5.2 MILLION CHILDREN IN THE U.S. AGED THREE OR YOUNGER LIVE IN POOR OR LOW-INCOME FAMILIES.
- ▶ INFANTS REQUIRE UP TO 12 DIAPERS PER DAY, TODDLERS ABOUT 8.
- ▶ DISPOSABLE DIAPERS CAN COST \$70 TO \$80 PER MONTH PER BABY.
- ▶ NO STATE OR FEDERAL SAFETY-NET PROGRAMS, INCLUDING WIC OR FOOD STAMPS, SPECIFICALLY COVER THE PURCHASE OF DIAPERS.
- ▶ WHEN TRANSPORTATION OPTIONS ARE LIMITED, BUYING DIAPERS AT A CONVENIENCE STORE RATHER THAN A LARGE “BIG BOX” STORE CAN SIGNIFICANTLY INCREASE THE MONTHLY COST OF DIAPERS.
- ▶ MOST CHILDCARE CENTERS, EVEN FREE AND SUBSIDIZED FACILITIES, REQUIRE PARENTS TO PROVIDE A DAY’S SUPPLY OF DISPOSABLE DIAPERS.

HOW THE HOOSIER DIAPER PROGRAM IS HELPING COMMUNITY MEMBERS.

- ▶ SINCE 2015, THE HOOSIER DIAPER PROGRAM HAS BEEN SUPPORTING LOCAL FAMILIES WITH DIAPERS AND OTHER BABY ESSENTIALS, LIKE WIPES AND FORMULA.
- ▶ IN THE PAST 4 YEARS, WE'VE GIVEN OUT NEARLY **ONE MILLION DIAPERS** TO PARENTS AND GUARDIANS STRUGGLING TO MAKE ENDS MEET - THAT'S \$200,000 IN DIAPERS!
- ▶ THE HOOSIER DIAPER PROGRAM PROVIDES DIAPERS AND ESSENTIAL BABY SUPPLIES FOR APPROXIMATELY **350 CHILDREN EVERY YEAR.**
- ▶ 2018 WAS OUR BIGGEST YEAR YET! WE GAVE OUT OVER **100,000 DIAPERS AND NEARLY 2,500 PACKS OF WIPES TO 200 LOCAL FAMILIES.**
- ▶ WE ALSO OFFER CLOTH DIAPERS TO CLIENTS AND HELP THEM LEARN THE UNIQUE NEEDS OF CLOTH DIAPER CARE AND MAINTENANCE.
- ▶ THE HOOSIER DIAPER PROGRAM IS THE **ONLY DIAPER PROGRAM** IN SOUTH CENTRAL INDIANA THAT PROVIDES SIZE 7 DIAPERS AND PULL-UPS, WHICH ARE USUALLY REQUESTED FOR CHILDREN WITH SPECIAL NEEDS AND ARE VERY DIFFICULT FOR PARENTS TO FIND.

LET'S GET THIS PARTY STARTED!



What do we mean by "Baby Shower Fundraiser?"

Turn a shower into an opportunity to support the Hoosier Diaper Program by proposing guests collect diapers or make a donation in lieu of gifts. But what if you want to support Hoosier families and there's no one to throw a shower for? Host a baby shower *themed* fundraiser for the Hoosier Diaper Program and you can collect diapers, play all the usual games, and, most importantly, help kiddos!

Give us a Heads Up!

The first step in organizing your baby shower fundraiser is to [register it here](#) with us. Once we receive your event details, our Center Manager will follow up, answering any questions you might have, offering guidance, and providing specific information regarding our clients' current diaper needs.

The Hoosier Diaper Program provides diapers and supplies to local, enrolled families. Every month, we cycle in new people and children, meaning the sizes, quantities, and styles of what our clients need is constantly changing. Registering your event allows us to accurately describe what our families need most in the moment and helps us reinvigorate our emergency supplies for families in crisis.

Diapers in Lieu of Gifts + Registries

Whether you're located near our All-Options Pregnancy Resource Center in Bloomington, Indiana, or are hosting this event for the Hoosier Diaper Program from afar, you can arrange for guests to donate packages of diapers and other baby supplies, such as wipes, talc-free powder, and baby wash, in lieu of gifts.

Diaper need is vast, so we graciously accept disposable and new cloth diapers of all sizes. Looking for more specifics about what families in our program are currently looking for? Review [our Amazon Wishlist](#) for ideas or reach out to our Center Manager, Jess, to learn more: jess@all-options.org.

Holding a baby shower fundraiser for the Hoosier Diaper Program doesn't mean you can't experience the fun of building a registry! Create a one of your own based on our needs, or share [our Amazon Wishlist](#) with your guests. Diapers are a sure bet, but our families also need wipes, diaper rash cream, baby wash, and other essentials.

IT'S A SHOWER + A FUNDRAISER!



Goal-Setting

Setting a goal for the number of diapers collected during your baby shower can be a great motivator. Consider identifying a specific quantity of diapers you want to see raised for the program as a whole (e.g., "Let's collect 1,000 diapers in honor of Miasia's baby shower!") or a number of diapers that would support a newborn for a month (300 diapers), three months (900 diapers), or a year (3,650). The average infant needs 10-12 diapers a day - and those bums aren't gonna diaper themselves!

Invitations + Our Invitation Insert

If you're planning on sending paper invitations, we've included an insert on the final page of this toolkit, which you can print and add to your shower invitations to indicate to guests that the event is a fundraiser. Consider mentioning in your invitation why the issue of diaper need matters to you and your family and what you're hoping to raise or collect for struggling families.

If you're inviting people via an online platform, like Evite or Smilebox, you can still use our insert image and integrate it into the design. And some platforms, like Evite, even allow you to sync your online invitation with a nonprofit so that guests can make monetary gifts directly to All-Options (Tax ID# 87-0729403).

Go Virtual, Get Social

If you're looking for ways to grow your baby shower fundraiser across your networks, social media is an obvious choice. Encourage your friends and family from all corners of the world to participate by sharing links to [our Amazon Wishlist](#), your online registry (if created), or our Hoosier Diaper Program [donation page](#). On the latter, donors can name their gift in tribute of you, so we'll be able to notify you of their generosity. Use these sample social media posts below to motivate guests to participate:

- In honor of the little nugget I'm growing, I'm asking friends + family to donate diapers + wipes to struggling families in Indiana through the Hoosier Diaper Program. Check out their wishlist here: bit.ly/aoprcwishlist
- I'm organizing a baby shower themed fundraiser for the Hoosier Diaper Program because I want to end #diaperneed in my community. Send some diapers their way via the @alloptionsprc wishlist: bit.ly/aoprcwishlist

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- In lieu of gifts for my baby shower, I'm asking loved ones to make a donation of diapers and other baby essentials to the @alloptionsprc Hoosier Diaper Program. Let's support local families together! Check out the Amazon Wishlist here: bit.ly/aoprcwishlist
- I'm helping the littlest Hoosiers stay clean, dry, and healthy by hosting a baby shower themed fundraiser for the Hoosier Diaper Program! Make a one-time or monthly gift here to support my efforts: bit.ly/Diapers4HoosierBabies
- Newborns can use 12 diapers/day, amounting to a huge cost for struggling Hoosier families. Please join me in supporting local parents and their kiddos by making a diaper donation to my fundraiser for the Hoosier Diaper Program: bit.ly/aoprcwishlist
- For my baby shower, I'm collecting [GOAL #] diapers for the @alloptionsprc Hoosier Diaper Program, which is dear to my heart. Will you help me meet my goal + relieve the stress of diaper need experienced by 1 in 3 Hoosier families? Wishlist here: bit.ly/aoprcwishlist
- Instead of creating my own baby shower registry, I'm asking my loved ones to make a donation to the Hoosier Diaper Program, which helps local families get the baby essentials they need. Make a one-time or monthly gift here in lieu of gifts: bit.ly/Diapers4HoosierBabies

Monetary Gifts

If guests would like to make financial contributions to the Hoosier Diaper Program in lieu of a gift, we invite them to do so on our [donation page](#). Donors will have the option to identify you, or the guest of honor, in tribute so that we may link their donation to your fundraiser.

If guests want to donate via check, they may make their checks out to All-Options with "Hoosier Diaper Program" and your/the guest of honor's name in the memo. Checks can be delivered directly to All-Options PRC if you're local or mailed to All-Options Pregnancy Resource Center, 1014 S Walnut Street, Bloomington, IN 47401.

Cash gifts can only be accepted in person at All-Options PRC. If you receive cash gifts, but need to mail them, you will need to convert them to a money order or check before doing so.

THAT'S A WRAP!



After the Event

Once your baby shower fundraiser has concluded, there are just a few remaining steps to complete.

- Add up the number of diapers or money you have collected and celebrate! Any amount is a big help to struggling families!
- Thank your guests and let them know the total number of diapers and/or funds raised with their help. Being able to tell them that your fundraiser connected children to the diapers they need will spread the warm fuzzies around for all who participated.
- If you're aware of gifts guests made to our wishlist, your registry, or our donation page, please be in touch so we know what gifts to be expecting and so that we can link them to your fundraiser on our end.
- If you're local to the Bloomington, Indiana area, drop off collected diapers and supplies, as well as any monetary gifts at **All-Options PRC**.
- Need to send us any checks, money orders, or other gifts? Everything can be directed to: All-Options PRC, 1014 S Walnut Street, Bloomington, Indiana 47401.
- Let us know how it went! Reach out to our Center Manager, Jess, at jess@all-options.org or tag us on **Facebook**, **Twitter**, or **Instagram** to give us an update. We'd love to hear what your baby shower fundraiser was like and, with your permission, have the opportunity to tell our supporters about the event.

Questions? Feedback?

We're so grateful for your support and are happy to answer any questions you may have or offer guidance, as needed. Similarly, we're open to feedback about this toolkit and the baby shower fundraiser process. Please don't hesitate to reach out to our Center Manager, Jess McCause, at (812) 558-0089 or jess@all-options.org with your questions or thoughts.

INVITATION INSERTS



In celebration of our new arrival,
please help us ensure that

HOOSIER CHILDREN

have the diapers they need to
stay clean, dry, and healthy!



In lieu of gifts, please bring
diapers, make a donation online
to the Hoosier Diaper Program,
bit.ly/diapers4hoosierbabies, or
make a purchase through
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