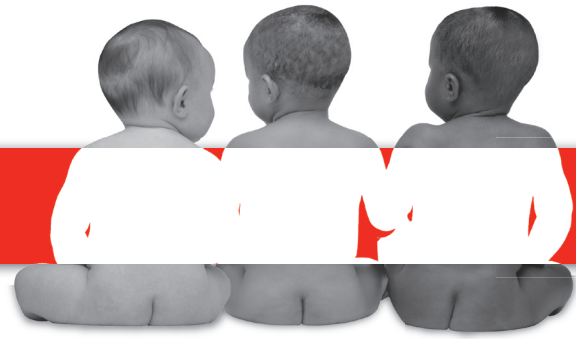




Quick Start Guide



READY! Collaborate.

Find partners that believe in what you are doing!
They “get behind” the movement and this basic need.
They understand your vision.

Partner with

- Grocery Store Chains (multiple drop offs)
- Retail Stores
- Radio/TV Stations
- Faith Based organizations
- Business
- Civic Groups
- Community Centers
- AND AGENCY beneficiaries that have the tools to get the diapers to the neediest in your community.

SET! Market it.

Publicize your event!

- Set a date & GOAL
- Make flyers/posters
- Decorate Pack & Plays or cardboard boxes
- Record a PSA
- Network (Social Media)
- Have a live remote with a radio station
- Send letters & faxes & emails to everyone you know!
- Plan dinner parties to raise awareness & talk about the need.
- Get a company to match what you receive!
(Double your donations!)
- check your community calendar for conflicting event
- Add it to Every Little Bottom's Website

GO! Do it with diapers.

Make it a party collecting diapers!

- Compare your GOAL vs. ACTUAL - some big donor may fill the gap!
- Use the packages to make a castle for kids - make a visual impact
- Have a diaper brigade (press loves this)
- Highlight your community needs!
- Take photos and videos - publish to social networking sites & ELB
- Talk about your successes and make a plan to do it again!

LASTLY CHECK OUT OUR KIDS HELPING KIDS & 101 DIAPER DRIVE IDEAS