

Healthy Babies Diaper Drive

3 weeks, 1 goal, 500,000 diapers

September 18 - October 14

Why Diapers?



Health of Mom & Baby

Diapers help improve the health and wellbeing of both mom and baby



Economic Security & Success

Having an adequate supply of diapers allows parents to go to work and school



Quality Early Education

Diapers increase access to early childhood education opportunities

The Bare Facts

- ★ Nearly **1 in 3 families** struggle to afford diapers to keep their babies clean, dry, and healthy.
- ★ On Average, the Diaper Bank of CT delivers over **500,000** diapers a month.
- ★ Parents often are forced to **choose** between paying for **food** or buying **diapers**, and the stress of a decision like that takes a toll on the entire family.
- ★ Medicaid; the Supplemental Nutrition Assistance Program (SNAP); and the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) **do not cover the cost of diapers**.
- ★ If parents don't have enough diapers to access child care, they **miss out** on education opportunities and stay home from work.

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Supporting



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of Connecticut

CHANGE FROM THE BOTTOM UP

Sponsorship Opportunities

	Presenting \$25,000 147,058 diapers	Platinum \$10,000 58,823 diapers	Gold \$5,000 29,411 diapers	Silver \$2,500 14,705 diapers	Bronze \$1,000 5,882 diapers
Brand Awareness	Exclusive Sponsorship	✓			
	Recognition in Radio Ads	90 ads over 3 weeks	30 ads over 1 week	30 ads over 1 week	
	Radio Interview	Included in interview	Mentioned in interview	Mentioned in interview	
	Logo on Billboard	3 weeks	2 weeks	1 week	1 week
	TV Interview	Included in interview	Mentioned in interview		
Event Marketing	Name & Logo Included on Event Webpage	✓	✓	✓	✓
	Name, Logo, & Tag Included on Event related social media promotions (5700 followers)	All	All	2	1
	Name & Logo Included on Event related emails (list 4000 people)	All	All	2	1
	Name included in post event press release	✓	✓	✓	✓
Engagement	Name, logo, and link on TheDiaperBank.org	✓	✓	✓	✓
	Community Partner Spotlight in donor newsletter	✓			
	Option to host donation drop off box	✓	✓	✓	✓
	Private employee volunteer event	✓	✓	✓	✓

For more information contact Kimberly Spanier: kim@thediaperbank.org or (203) 934-7009, x 114.

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Reach & Demographics

Our Audiences:

5,000 donors

- 60% of donors are between 45-70 years old
- 73% have children
- 74% of donors have an income over \$100,000
- 21% of donors have an income over \$200,000
- 89% own a single family home
- 58% have homes worth \$300,000 or more
- 39% have a net worth great than \$250,000, 18% over \$500,000
- 82% own investments
- 8% support healthy lifestyles, 55% are DIYers, and 39% enjoy "luxury lifestyles"

10,000 families served

- 200% FPL
- Qualify Medicaid

165 community distribution organizations

- Hospitals
- Churches
- Food Pantries
- Child Care Centers
- Schools
- Social Service Centers

Organizational Marketing Reach:

- Email list: 5,000
- Facebook audience: 4,500
- Direct mail list: 4,500

Campaign Reach:

- Billboard: 20,000-50,000 views/day
- Radio: 90 ads - Station TBD
- TV Spot: WTNH CT Style

