



- **1.** Create a Facebook "Event" and invite all your friends. This is a great way to keep track of interest and to post updates on your collection status. Be sure to share the event with Northern Virginia Diaper Bank
- 2. Share your story (create posts with all the diaper drive details or even film a Facebook Live)
- 3. Create a shareable profile picture frame
- 4. Thank donors by giving them a shout out and tagging them in your posts

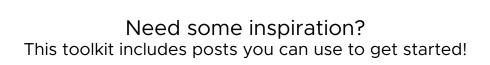
(Make sure your volunteers are doing the same!)

- **5.** Upload plenty of photos and use the universal hashtag #EndDiaperNeed & #NOVADiaperBank in your posts
- **1.** Tweet before, during, and after your fundraiser. Let your supporters know how planning is going, how close you are to your goal, and the results!
- 2. Share a link to your Facebook event, or fund raising page where followers can learn more about your diaper drive and diaper need
- **3.** Remember to include the hashtag #EndDiaperNeed & #NOVADiaperBank and any other relevant tags in your tweets!





- 1. On Instagram, share photos of your diaper drive flyer including donations received.
- 2. Utilize the location tagging tool to share your collection sites
- 3. Use Tags including #NOVADiaperBank and anyone you think may want to help.
- **4.** Remember to hashtag #EndDiaperNeed & #NOVADiaperBank and any other relevant hashtags that may draw





Get personal: Send an Email!

Emails are an incredibly effective tool to utilize throughout your diaper drive. Personalize your message and go into detail on why you are hosting a diaper drive and would like the individual or company to participate. Explain what you are collecting, where, and of course, your goal.