



BUILDERS FOR
BABIES



PARTICIPANT TOOLKIT

FREQUENTLY ASKED QUESTIONS

What and when is Builders for Babies?

Builders for Babies is a diaper drive to help underserved families and caregivers across the Austin area without access to clean diapers. With your help, we will reach our goal of raising \$25,000 to purchase essentials! The drive will run from May 12th-June 16th. All donations collected throughout the campaign will be used to purchase diapers and wipes that will be distributed directly to non-profit service providers in our community. Give individually or create/join a fundraising team today!

What is "diaper need"?

Diaper need is the lack of sufficient amounts of diapers to keep a baby clean, dry, and healthy. According to the National Diaper Bank Network, 47% of U.S. parents reported diaper need in 2023, which means that children are often sitting in unsanitary conditions for extended periods of time - placing them at a higher risk for infection, diaper rash, and emotional trauma.

Do I have to purchase diapers/make a donation through HomeAid?

To maximize our cost savings, we recommend donating through the [Builders for Babies landing page](#) due to our partnership with HEB. However, we will still accept diaper and wipe donations. Please contact caitie@homeaid.org to coordinate the logistics.

Can we deliver in-kind donations to HomeAid prior to the distribution day?

If you purchase diapers from a source other than the HomeAid landing page, please contact caitie@homeaid.org for details on how to coordinate a drop-off.

Are there any volunteer opportunities?

There are a number of volunteer opportunities for individuals over the age of 16. More information about sign-ups will be released in June. Please contact kim@homeaidaustin.org to learn more about how to get involved.

Is my donation to HomeAid Austin tax deductible?

Yes, HomeAid Austin is a registered 501(c)(3) nonprofit organization, therefore your in-kind donation or financial contribution is tax deductible. HomeAid will email an acknowledgment receipt following the drive. Our tax ID is 20-3240754.

Can my donation be associated with a company?

Yes! View the [Creating/Joining a Team Resource](#) below and on our website or contact caitie@homeaid.org for help to set up a landing page for your company.

Have additional questions? Visit our website to learn more or email us!

CREATING OR JOINING A FUNDRAISER TEAM

2024 Builders for Babies Diaper Drive



homeaid
AUSTIN



BUILDERS FOR
BABIES

In partnership with: **HBA** PROFESSIONAL WOMEN IN BUILDING COUNCIL

SHARE

\$50 raised of \$25,000 goal

Contribute

\$250

\$100

\$50

\$20

OTHER
Create or Join a Fundraiser



Choose to create or join a team

Create a Fundraiser or Join a Team

CANCEL

Choose your preferred option to start fundraising for this cause



CREATE YOUR OWN FUNDRAISER

Choose this option to create your own personal fundraiser. Others can also join you later to become part of your team.



JOIN AN EXISTING TEAM

Choose this option to join an existing fundraiser team to raise funds together. Your fundraising efforts will roll up to the team you select.

CREATING OR JOINING A FUNDRAISER TEAM

To create a team:



CREATE YOUR OWN FUNDRAISER

Choose this option to create your own personal fundraiser. Others can also join you later to become part of your team.

2024 Builders for Babies Diaper Drive



Details

First Name *	Last Name *
Email *	Company Name *
Note	

Give anonymously ⓘ

Do you want to create a fundraiser page?

You can create a personal fundraiser page as your own team or join an existing team.

CREATE YOUR OWN FUNDRAISER PAGE JOIN A FUNDRAISER TEAM

You can name your team here (ex. HomeAid Austin's Team or HomeAid ATX)

Provide a title for your fundraiser

Review

Add Donation \$ 0

Total \$0

SUBMIT

Secure Payment

How will the payer get notified?

To join a team:



JOIN AN EXISTING TEAM

Choose this option to join an existing fundraiser team to raise funds together. Your fundraising efforts will roll up to the team you select.

2024 Builders for Babies Diaper Drive



Details

First Name *	Last Name *
Email *	Company Name *
Note	

Give anonymously ⓘ

Do you want to create a fundraiser page?

You can create a personal fundraiser page as your own team or join an existing team.

CREATE YOUR OWN FUNDRAISER PAGE JOIN A FUNDRAISER TEAM

Select a team to join

Review

Add Donation \$ 0

Total \$0

SUBMIT

Secure Payment

How will the payer get notified?

Choose your team from the drop-down menu!

GIVING PACKAGES

Give a custom amount or choose one of the following giving packages!

Visible on the giving site.



Binky Package

Supplies 2 babies with diapers, wipes and rash cream for a week!

\$50



Tiny Tot Package

Supplies one baby with diapers, wipes and rash cream for a month!

\$100



Babbling Bundle

Supplies 2 babies with diapers, wipes and rash cream for a month!

\$200



Crawling Care Package

Supplies 2 babies with diapers, wipes and rash cream for 2 months!

\$400

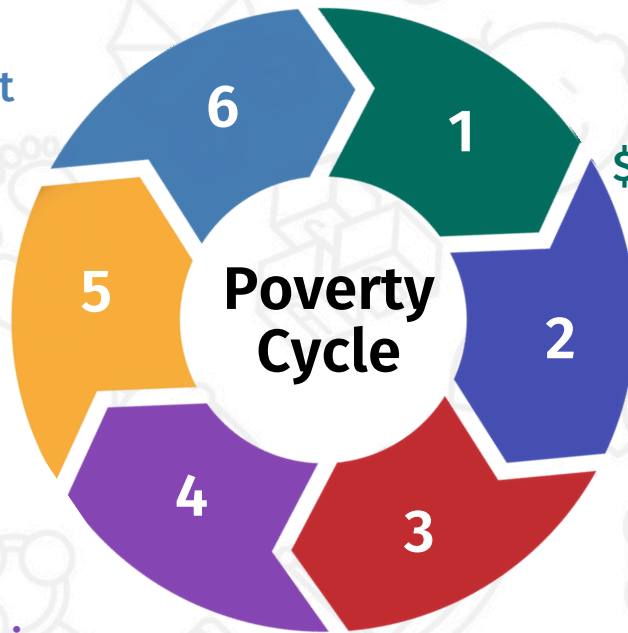


Happy Baby Package

Supplies 5 babies with diapers, wipes and rash cream for 1 month!

\$500

Why Are Diapers So Important?



1. On average, a monthly supply of disposable diapers and baby wipes costs up to \$100 per month per baby.

2. Nearly half of U.S. parents struggle with diaper need.

3. No state or federal assistance program allocates funds for the purchase of diapers or wipes, leaving those with the fewest resources with fewer options.

The more diapers and wipes there are in a package, the cheaper it is overall, but you have to be able to afford a larger \$25 box instead of the smaller \$10 packages with a weeks paycheck.

Easily accessible public transportation is a barrier for many low-income families, forcing parents to purchase diapers at a convenience store rather than a "big box" store, significantly increasing the monthly cost of diapers.

On average, infants require 12 diapers per day while toddlers require at least 8 per day

Cloth diapers are not an option for low-income families as they often do not own a washing machine, and washing soiled diapers is prohibited at most laundromats. Daycare providers do not allow cloth diapers.

Without a sufficient supply of diapers, children are more likely to have problems with behavior, cognitive ability may be compromised, and language development may be delayed. It can also negatively affect the mental and emotional health of parents, leading to more difficulty in coping with stress, depression and trauma.

6. Without daycare, parents are not able to secure employment or educational opportunities.

5. Daycare centers require parents to provide disposable diapers for their child

4. Babies that remain in a soiled diaper for too long are exposed to serious health risks and trauma

SOCIAL MEDIA TIPS

Be sure to "like" and "follow" HomeAid Austin on social media!

FACEBOOK

- Share our Builders for Babies Facebook Event and invite your coworkers, clients, company partners, church community, sports team, neighbors, friends, family, etc. to get involved
- Use compelling photos to build awareness and spark engagement - in general, photo posts see much higher engagement than text posts.
- Thank donors by giving them a shout-out and tagging them in your posts.
- Tag @HomeAidAustin and use the hashtags #BuildersForBabies #HomeAidAustin #HomeAidCares and #DiaperNeed
- Share HomeAid posts

INSTAGRAM

- Use high-quality photos/videos to engage users and keep the diaper drive at the top of the mind
- Re-purpose content - highlight the most impactful moments from previous years
- Post videos and video of the excitement to your story and tag @HomeAidAustin
- Expand your reach with the hashtags #BuildersForBabies #HomeAidAustin #HomeAidCares and #DiaperNeed
- Share HomeAid posts

LINKEDIN

- Bring awareness about diaper need to your network and address how you, your company, or HomeAid is taking action to address this critical need across Austin.
- Share a link to the donation landing page where followers can learn more about Builders for Babies and how they can help close the diaper gap
- Remember to tag HomeAid Austin and include the hashtags #BuildersFor Babies #HomeAidEssentials #DiaperNeed and #DiaperGap

GET PERSONAL - SEND AN EMAIL

- Emails are an incredibly effective tool to utilize through the drive
- Personalize your message and go into detail on why you are part of the diaper drive, what you are collecting, what your goal is, and how you would like the individual or company to participate
- Include the link to the Builders for Babies landing page for easy access

For more information, please contact:

Caitie Wells

caitie@homeaid.org



SOCIAL MEDIA SAMPLES

DURING THE DRIVE

It costs a family about \$1,000 per year to buy a supply of average-priced diapers for one child. For someone who works a full-time minimum-wage job, making just over \$15,000 a year, that's a huge expense. With your support, we can make a difference in the lives of families who are struggling to provide for their babies. Join [Company] now through June 18th, as we collect diapers for @HomeAidAustin. #BuildersForBabies #DiaperNeed #HomeAidCares

[Company] is proud to support HomeAid Austin's Builders for Babies event. This year, HomeAid makes it convenient to donate diapers right from their website, ensuring that care providers receive the sizes they need. Together, we can help them reach their goal of raising \$40,000 to purchase essentials! Visit HomeAid Austin's Builders For Babies Landing page to donate diapers today!

Nearly 50% of families nationwide struggle to provide enough diapers for their baby, often having to choose between buying food or buying diapers. [Company] is taking action to help these families by collecting diapers and baby wipes for @HomeAidAustin. From now through June 18th you can easily order diapers through their landing page. #BuildersForBabies #DiaperNeed #HomeAidCares

AFTER THE DRIVE

We want to give a huge THANK YOU to our amazing donor(s) [insert name], for donating diapers. Nearly [#] diapers were collected for @HomeAidAustin by [participating company]. Thank you to everybody who had a hand in making this drive such a success! #BuildersForBabies #DiaperNeed #HomeAidCares

[Company] was a part of an amazing event today, put together by the team at @homeaidaustin with the support of many volunteers. We are proud to announce that at this year's #BuildersForBabies, we collected nearly [amount] diapers and [amount] baby wipes to help struggling families! We couldn't have done it without all of your support - THANK YOU! [tag all participating companies and individuals] #DiaperNeed #HomeAidCares