



# 2023 Diaper Derby Toolkit



# What is the Diaper Derby?

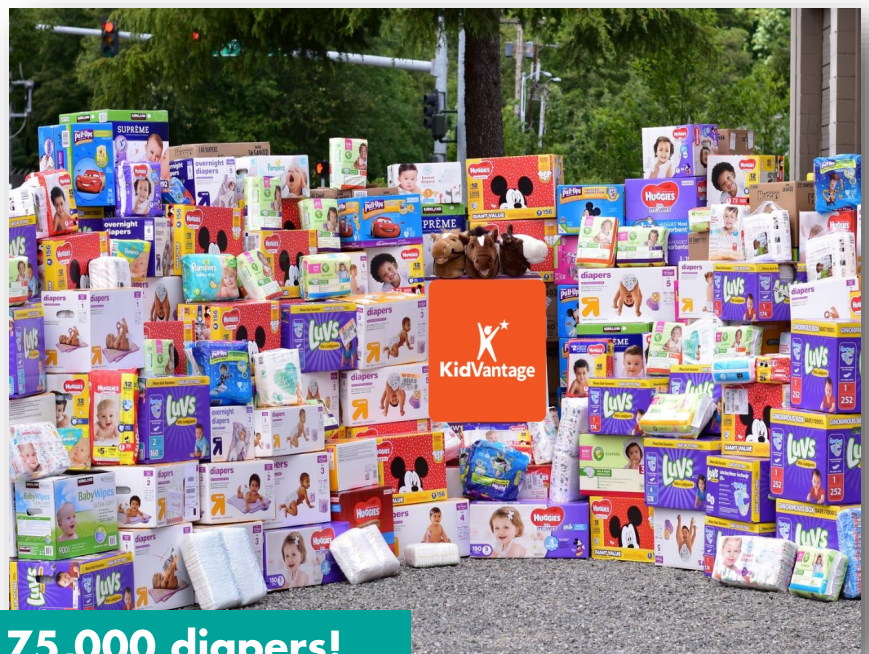


## A Race For Change...

Enter the Diaper Derby and compete to collect the most diapers for babies in our community. Your “horse and jockey” team will be running against other similarly sized local companies and organizations to see who will win their division and the *Triple Crown*. You can collect diapers in person, purchase diapers online through our Giving Catalog and have them shipped directly to KidVantage, or make financial donations in support of buying diapers (or use all three options — it’s up to you!). Your supporters will bring diapers and wipes to your location, and you’ll bring the goods to a KidVantage Hub. We accept all diapers, and this year, we will also be accepting diaper wipes. Collection boxes, posters, flyers, and Diaper Derby media assets will be provided to help you engage your supporters!

**The Diaper Derby will run from May 5th through June 9th.** Collect and donate diapers to KidVantage so that kids can have the diapers they need to be healthy, and care givers can take care of their families.

**The Diaper Derby is a fun competition among local businesses and organizations to collect diapers for children who are experiencing economic insecurity, family disruption, or crisis.**



**We’re racing to collect 175,000 diapers!**

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**From the starting gate to the photo finish—here's what you'll need to know!**

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# The Starting Gate



## Racing in the 9th Annual KidVantage Diaper Derby!

Enter the starting gate on **Friday, May 5th!** We'll count collected diapers, plus bonus points, at the end of each week through Friday, June 9th.

Progress and results will be posted on KidVantage's social media, and it will also be sent out via email the following Monday. Each team will receive collection boxes, posters, flyers, and digital assets provided by us for promotion. Think of KidVantage as your Jockey Club and trainer... We're here to support your race from start to finish.

[www.KidVantageNW.org/diaper-derby](http://www.KidVantageNW.org/diaper-derby)

### Race Winners

Winners in each division are determined by the total number of points accumulated during the race weeks of May 5th — June 9th.

### Divisions

- **Kentucky Derby**— Organizations of 50+ employees
- **Preakness**— Organizations of 11- 49 employees
- **Belmont Stakes**— Organizations of 1-10 employees
- **The Triple Crown**— This is the overall winner of the Diaper Derby, it could be anyone from any division!



# The Starting Gate

## Earning Points

NEW THIS YEAR - earn one point for every diaper donated! PLUS, bonus points will be awarded if you meet or exceed a minimum number of diapers within a certain size each week. See the chart below:

Diaper Sizes	Base Points		Bonus Points/Week
Sizes P, N, & 1	1 point per diaper donated	+	400 or more diapers= 50 bonus points
Sizes 2 & 3	1 point per diaper donated	+	350 or more diapers= 60 bonus points
Sizes 4 & 5	1 point per diaper donated	+	250 or more diapers= 100 bonus points
Sizes 6 & 7	1 point per diaper donated	+	200 or more diapers= 150 bonus points
Pull-Ups & GoodNites, all sizes	1 point per diaper donated	+	100 or more diapers= 100 bonus points
Swim diapers, all sizes	1 point per diaper donated	/	No bonus points
Monetary donations (up to \$500/week)	20 points for every \$10 donated	/	No bonus points
Additional monetary donations (above \$500/week)	10 points for every \$10 donated	/	No bonus points
Wipes Break Down		Points	
Wipes: 100-200 count		10 points	
Wipes: 201-550 count		20 points	
Wipes: 551 or more		30 points	

For example, if Team A donates 255 size 4 diapers in a given week of the Diaper Derby (either dropped off at a hub and/or through the Giving Catalog), that team receives a total of 355 points, which includes 255 points (1 point per diaper) + 100 bonus points!

# The Starting Gate

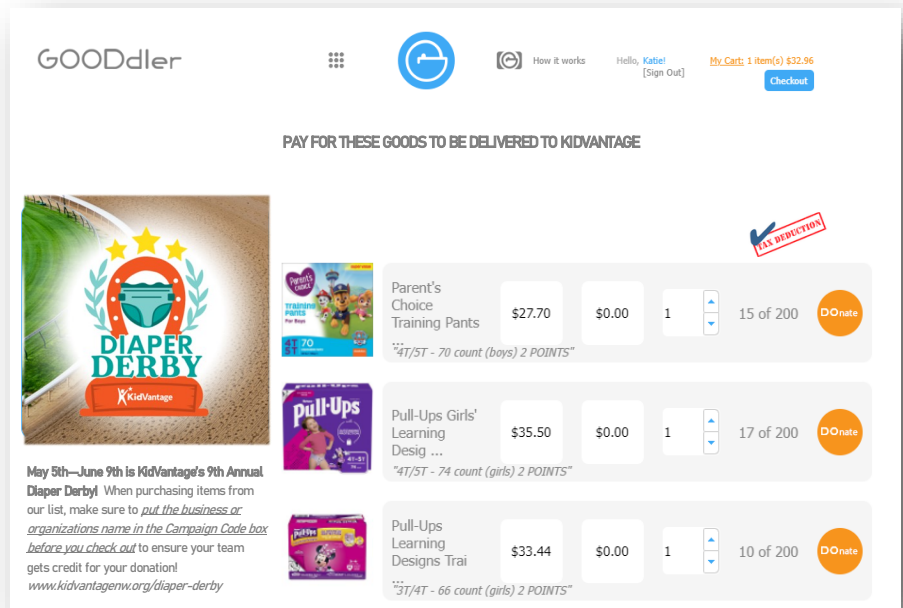
## Buy diapers online and have them count towards your team total!

Use KidVantage's [Giving Catalog](#) and purchase diapers and wipes to help your team get a leg up on the competition! All purchases through the Giving Catalog will be sent directly to KidVantage.

### Find our Giving Catalog:

<https://gooddler.com/Wishlist/10467>

1. Add the diapers you'd like to buy to your cart by using the arrows to select the quantity and then click the orange **Donate** button on the right for each selection.
2. Make changes to your cart by selecting **My Cart** in the top right of the page. When you are ready to make your purchase, click the blue **Checkout** button.



**At check out, put in the name of the business or organization competing in the Diaper Derby in the Campaign Code box. This is needed to assign points to the right team!**

Total order 6 items:

	Price	Qty	Shipping	Total
01. Seventh Generation Unscented Baby Wipes, 12 Flip-Top Packs 768 Total Wipes	\$33.44	3	\$0	\$100.32
02. Pull-Ups Girls' Learning Designs Training Pants, 4T-5T, 74 Ct	\$43.31	3	\$0	\$129.92
03. Additional Monetary Donation for Eastside Baby Corner	\$0			
04. Campaign Code				
<b>Total:</b>				<b>\$230.24</b>

Payment options: VISA, MasterCard, DISCOVER

**Billing Information**

First Name

Last Name

Email

Address

City

State/Province

Zip Code

Country

Card number

Name On Card

MM/YY  CVC

Campaign Code

3. You can also make changes to your cart by clicking the **# items** next to "total orders" above your selected diapers.
4. After entering the business/organization's name in the Campaign Code box, continue to the payment section and enter your billing information to complete your purchase.

*\* Diapers purchases after 5pm on Fridays will not count towards that weeks points. They will be added to the following week's points.*

# Down The Stretch



## Weekly racing form—tracking your progress

The team captain will organize collection of members' diapers and schedule a time to drop-off all goods at one of three KidVantage locations (Issaquah, Shoreline, or Bremerton).

Every Monday, you will receive an email with the team's "track position" and progress. Results will also be posted on the KidVantage [Facebook](#) and [Instagram](#) accounts.

Bring your teams' diapers and wipes each week, every other week, or all at the end. It's up to you how often diapers are delivered to KidVantage, but there are advantages for both. KidVantage will count and award points for the diapers and wipes received each week by Friday at 5pm. Any donations received after will be counted towards the following week.

## Diapers are collected during the week at your local KidVantage

**Bremerton:** Contact Melanie Magnenat to coordinate dropping off diapers at (360)616-0235 or [melaniem@kidvantenw.org](mailto:melaniem@kidvantenw.org).

**Issaquah:** Contact Tricia Barry to make a drop-off appointment at [triciab@kidvantenw.org](mailto:triciab@kidvantenw.org) or by calling (425)372-7534.

- By appointment only on Wednesdays during the derby between 9:30am and 12:30am
- Fridays between 10am and 2pm, no appointment needed. **Please note that while the Diaper Derby starts, Friday, May 5th, the first drop off day is, Friday, May 12th.** Online donations and financial donations can start on May 5th however.

**Shoreline:** Contact Courtney Winburn to coordinate dropping off diapers at (425)209-1136 or [courtneyw@kidvantenw.org](mailto:courtneyw@kidvantenw.org).

# Down The Stretch



## In the money

Cash donations count as points too! Your jockey and horse racing team will get (20) points for every \$10 donated by you or your supporters, up to \$500 per week. Donations above \$500 are greatly appreciated but to keep the race fair, they will be valued at (10) points for every \$10 donated.



**You can donate online at [www.KidVantageNW.org/diaper-derby](http://www.KidVantageNW.org/diaper-derby) starting May 5th.** All cash and online donations must be received by 5pm on Fridays during the competition to count towards that week's points. Donations made after the Friday cutoff time will be counted for the next week.



## The Bookmaker (receipt forms)

We will provide receipt forms to you following the check-in and counting each Friday. Please note that we cannot provide separate receipts for each customer or client that contributes to your drive unless they make a donation by check or online. The diaper donation receipt will be directed to the registered business participant.



# Down the Stretch



## Teams

After registration is complete, we will send a “racing form” with all competing companies and organizations listed to your team’s coordinator. Results for each week will be announced on Mondays during the Diaper Derby.

## Supplies

At the end of this Toolkit, we will provide email and social media examples for you to customize and send to your employees, vendors, and customers for their support. There will also be [several social media graphics](#) provided as well as the KidVantage logo for your own promoting. Find these tools from our website: [www.kidvantage.org/diaper-derby](http://www.kidvantage.org/diaper-derby).

Collection boxes, posters, and flyers are available to support your participation in the Diaper Derby. Included is information on diaper need (*page #11*) for you to share with your employees, vendors, and supporters.

## Make it fun...

- Have a contest to name your horse
- Have a celebration at the end of the week to celebrate your success
- Add incentives to the employee that brings the most diapers
- Choose your own “silks” (colors)
- Spur giving with some side bets between employee teams
- Promote the Diaper Derby through your own social media to encourage participation from your supporters

# Make the Race a Breeze

## Let your supporters know you're running in the Derby!

Learn more about diaper need from our website [www.kidvantage.org/diaper-derby](http://www.kidvantage.org/diaper-derby), or see the Diaper Need Fast Facts that's included in this toolkit! (*page #14*)

### Posters and Flyers

Use Diaper Derby posters and flyers to reach out to your customers, colleagues, friends, neighbors, and other potential supporters. Upon registration, KidVantage will supply Diaper Derby posters and flyers that you can use.

### Need a Speaker?

We would be happy to speak to your organization in-person, or via Zoom or Microsoft Teams, to present about Diaper Derby and answer any questions. Hosting a Diaper Derby kick-off event for your organization? Let us know and we can send someone from KidVantage to build excitement and to explain diaper need in our community. Contact Tricia Barry, Community Engagement Specialist, at [triciab@kidvantage.org](mailto:triciab@kidvantage.org) or (425)372-7534.

### Use our Diaper Derby & KidVantage Logos

Each participant will have access to Diaper Derby digital assets so that you can use logos and social media posts to promote your horse (team).

### Get Social

Follow KidVantage (@KidVantageNW) on Facebook, Instagram, and LinkedIn! Tag us and use the hashtags, **#KidVantage** and **#DiaperDerby**, so we can follow your progress. Consider sending email blasts to your supporters too. *See examples of emails and social media tips on next pages.*

# Make the Race a Breeze

## Email Template

Hello,

BUSINESS/ORGANIZATIONS NAME is racing in the Diaper Derby, a fun and competitive diaper drive, supporting KidVantage and meeting diaper need for local children.

The competition is fierce and we need your help each week to win! Our goal is to collect #OF DIAPERS and \$AMOUNT OF MONEY by June 9th, 2023.

Here are four ways you can help us win the Derby...

- **Donate diapers by dropping off one or more packages at**  

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- **Donate diapers through KidVantage's Giving Catalog** using the link below:  
[www.gooddler.com/Wishlist/10467](http://www.gooddler.com/Wishlist/10467) \* BE SURE TO ADD OUR NAME IN THE CAMPAIGN CODE AT CHECKOUT!
- **Donate funds:** \$30 gives a baby a one-week supply of diapers and wipes. Donations will be used to purchase diapers. Don't forget— choose our team when you donate from the website:  
[www.kidvantenw.org/diaper-derby](http://www.kidvantenw.org/diaper-derby)
- **Spread the word!** Help us and local children win by sharing this info on social media and/or sending a quick email to customers or colleagues.

*Learn more about who KidVantage is, and how they support local children and families*

*[www.kidvantenw.org](http://www.kidvantenw.org)*

# Make the Race a Breeze

## Social Media Tips

Social media is a highly effective way to engage your team or supporters and reach a larger audience. Use your online presence to encourage as many people as you can to help you win the race and donate diapers! Don't forget to tag us and use our hashtags!

## Sample Posts...

### Example 1:

@KidVantageNW, a local nonprofit organization on a mission to provide kids and families with essential goods, is hosting their 9th Annual Diaper Derby! We are competing against other local businesses and organizations in hope to win while also supplying families with diapers to keep their children clean, dry, and healthy. We will be collecting diapers now through June 9th! Thank you for your support! #KidVantage #DiaperDerby

### Example 2:

(I/We) are collecting diapers as a part of @KidVantageNW's 9th Annual Diaper Derby! Help us win the derby by donating diapers for our team: *Explain how people should get their diapers to you.* Don't forget you can also buy diapers for us online from KidVantage's Giving Catalog: <https://gooddler.com/Wishlist/10467>

### Example 3:

1 in 3 families experience diaper need (they do not have a sufficient diaper supply to keep their child clean, dry, and healthy). Unfortunately, even government funded programs (like WIC or SNAP) don't cover the cost of diapers, so we've decided to take action! Help us collect diapers for @KidVantageNW's 9th Annual Diaper Derby so we can help families have the necessities (like diapers) that they need to give their children a strong and healthy start in life. Diapers can be bought online from KidVantage's Giving Catalog (<https://gooddler.com/Wishlist/10467>) or you can drop them off: *give instructions on how you'd like people to drop diapers off.* #KidVantage #DiaperDerby

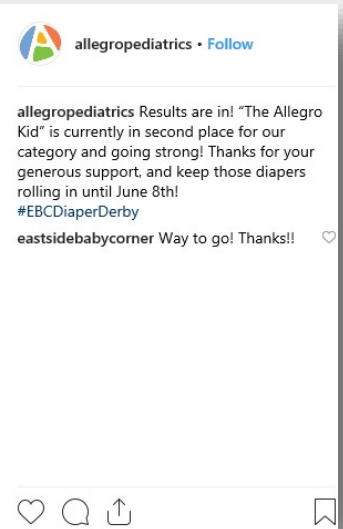


# Make the Race a Breeze



## Past Social Posts from Racers

@KidVantageNW



STRENGTHstudio  
May 8, 2021 · 🌐

Day 1 of the Diaper Derby!  
Link to purchase in comments or purchase your own and drop at the studio or my house!



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DiaperDerby

#

KidVantage

# Make the Race a Breeze

## The Need For Diapers

The struggle to provide enough diapers is apparent from the data showing how much Americans spend on them per year. Families right here in our community experience diaper need every day.

**That's why in 2022, KidVantage provided 1,916,633 diaper changes.** KidVantage provides diapers to keep babies protected, healthy, and secure. Diapers give family caregivers what they need to care for their children.

## Why Diapers? Fast Facts on #DiaperNeed

### What is #DiaperNeed?

- The lack of a sufficient supply of diapers to keep a baby clean, dry, and healthy.
- Infants require up to 12 diapers each day, at a cost of \$80-\$100 per month, per baby.
- The cost of diapers, along with other necessities, is rising everyday.

### How many families experience diaper need?

- 1 in 3 families experience diaper need.
- 4.9 million infants and toddlers live in low-income or very low-income families.
- Government safety-net programs— including SNAP (food stamps) and WIC— do not recognize diapers as a basic need and do not provide funding for diapers.

### What is a diaper bank?

- Diaper banks are nonprofit organizations that focus on addressing diaper need by collecting, storing, and distributing free diapers to struggling families.
- Diaper banks obtain diapers through local diaper drives, in-kind donations, and by purchasing diapers directly with donated funds.
- KidVantage is a member of the National Diaper Bank Network (NDBN), and the Baby2Baby Network, nationwide nonprofits dedicated to eliminating diaper need in America and to helping meet the need of all babies and their families.

# Make the Race a Breeze



## Visit Your Local KidVantage Location!

KidVantage has locations across Central Puget Sound (Bremerton, Issaquah, & Shoreline). We'd love to show you around and give you and your Diaper Derby team a behind-the-scenes look at how KidVantage prepares community donations and sends out over 5 million essential goods for local children and families each year.

### KidVantage in Bremerton

1463 NE Dawn RD, Suite B  
Bremerton WA, 98311

### KidVantage in Issaquah

1510 NW Maple ST  
Issaquah WA, 98027

### KidVantage in Shoreline

17230 12th Ave NE  
Shoreline WA, 98155

*If you're interested in touring a Hub or bringing in a group to volunteer, contact Tricia Barry at (425)372-7534 or [triciab@kidvantenw.org](mailto:triciab@kidvantenw.org)*

