

## Diaper Drive Email Templates

These emails are a great way to encourage people to participate in your diaper drive.  
Be sure to replace the yellow highlighted text.

### Email 1 - Send before your diaper drive starts

Hello,

**Did you know that 1 in 3 families struggles with diaper need?** Many parents in metro Atlanta have to make the unfortunate decision of choosing between purchasing food for their family or diapers to keep their little ones clean and healthy.

We can help make a difference.

Beginning [date], [your organization name] will be hosting a diaper drive to collect [goal #] diapers with Sheltering Arms Early Education and Family Centers.

Please consider bringing in new or opened packs of diapers or make a financial donation at [www.embraceearlydrive.com](http://www.embraceearlydrive.com). You can drop off donations at [a description of where you'll be collecting donations].

You can learn more about how to join in this effort to help families at [www.embraceearlydrive.com](http://www.embraceearlydrive.com).

Thank you!

[your signature]

### Email 2 - Send first day of your diaper drive

Hello again,

Today is the first day of our diaper drive!

**Did you know that the cost for diapers for one child can exceed \$100 per month?** Parents who receive financial assistance to feed their families still have to bear the full burden of purchasing diapers for their youngest children.

Please consider donating diapers to our drive, in conjunction with Sheltering Arms Early Education and Family Centers, or make a financial contribution at [www.embraceearlydrive.com](http://www.embraceearlydrive.com) to help reduce this burden for low-income families in metro Atlanta. Learn more about this effort, visit [www.embraceearlydrive.com](http://www.embraceearlydrive.com).

Thank you again!

[your signature]

### **Email 3 - Send mid-way through your diaper drive**

Hi again!

We're half-way through our diaper drive, and we've still got [a long way to go / or your best estimate] toward reaching our goal of collecting [goal #] diapers for families in need.

**Did you know that sitting for a long time in a wet or soiled diaper can hurt babies and toddlers?** No child deserves to suffer from serious diaper rash or infections simply because their parents are not able to afford enough diapers.

There are still [the number of days left in your drive] days left to donate diapers and support Sheltering Arms. I hope you'll consider helping us reach our goal this week!

Best wishes,  
[your signature]

### **Email 4 - Send the last day of your diaper drive**

Hello,

Thank you for all of your generous contributions to our diaper drive. Together, we collected [goal # OR a lot of] diapers to help metro Atlanta's littlest citizens stay clean and healthy.

If our diaper drive inspired you to do more to help families struggling with diaper need or help them get their little ones into a high-quality early learning program, check out [www.shelteringarmsforkids.com](http://www.shelteringarmsforkids.com). You can find more information about ways you can help.

Thanks again.  
[your signature]